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The American Perfumer

and Essential Oil Review

PERFUMER
PUB. CO.
NEW YORK

RECEIVED APRIL
JUN 22 1933
THIRTY-THREE
U.S. DEPARTMENT OF AGRICULTURE

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See also page 9

AMERICAN CAN COMPANY



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M. NAEF & CO.

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SWITZERLAND

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\$6.00 pound

A new and inexpensive version of this indispensable character for Oriental odors—very sweet and lasting.

NACO Oeillet No. 955

\$5.00 pound

A Carnation type of great utility. It is new, water-white in color and characterized by a Hyacinth top-note that lends the odor distinction.

NACO Rose No. 1346A

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CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. HARVEY A. SEIL
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPS

BERNARD H. SMITH
Brooklyn, N. Y.
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADE-MARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANDISING

DANIEL B. HASSINGER
New York
PACKAGING

Published Monthly by
PERFUMER PUBLISHING CO.
432 Fourth Ave., New York

Telephone
BOgardus 4-4416
Cables: AMPERFUMER
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY
President and Treasurer

Washington Bureau:
C. W. B. Hurd
715 Albee Building

SUBSCRIPTION RATES
The United States \$3.00 a Year
Single Copies 30 Cents

All Foreign Countries and
U. S. Possessions \$4.00 a Year
Single Copies 40 Cents

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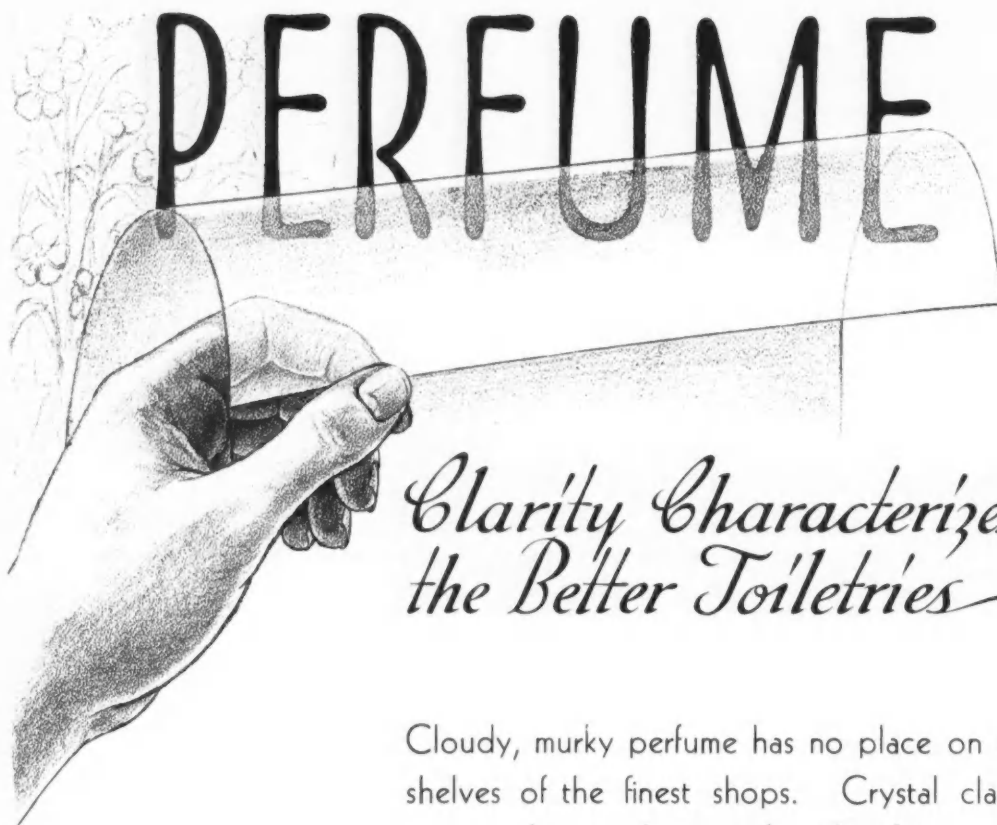
The
American Perfumer
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VOL. XXVIII

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No. 2



*Clarity Characterizes
the Better Toiletries*

Cloudy, murky perfume has no place on the shelves of the finest shops. Crystal clarity remains the visual means for identifying quality. Dependable basic materials cause no production griefs. "EVERCLEAR" Alcohol, the perfect solvent for all floral and essential oils, will insure uniformity and excellence in your finished products.



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The American Perfumer

and Essential Oil Review

APRIL, 1933

Established 1906

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Vol. XXVIII, No. 2

Toiletries World Trade Surveyed

*Despite Unusual Difficulties American Makers
Have Held Their Position
Through Depression*

THE exportation of toilet preparations has suffered perhaps greater difficulty in 1932 than hardly any other commodity. At least 35 of the 65 commercially important countries raised their trade barriers in that year. These almost unanimously included toilet preparations, affecting them through increasing tariffs, imposing quotas, and by controlling purchases of foreign exchange.

British countries led the action when at the Imperial Economic Conference at Ottawa in August the United Kingdom put a curb on the inflow of toilet preparations into its domains. This act was of grave importance to the American exporter, as between 40 and 50 per cent of the foreign sales of American toiletries have gone to British countries in recent years.

Consequently, the value of the soaps and toilet preparations that left this country last year totaled only \$5,930,000, compared with \$9,852,000 in 1931, a decrease of 40 per cent. The decrease in 1932 was the sharpest of any year, although there has been a slow decrease since 1929.

There is not one individual group of preparations that does not show a decrease in exportation, individually, although some of them still retain their same percentage in accord with the total of the industry. For example, dentifrices have consistently led all

other preparations sold by American exporters abroad for some years. In 1929 they represented 26 per cent of total toiletry exports with a value of \$2,899,000, and they still represented a quarter of the total exports of that industry in 1932, although they had

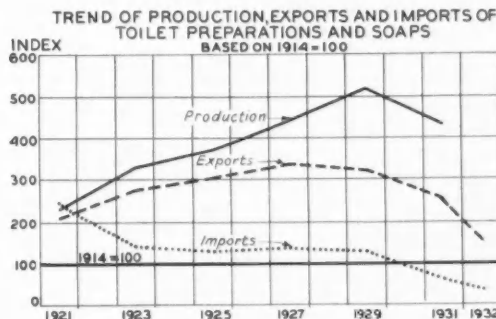
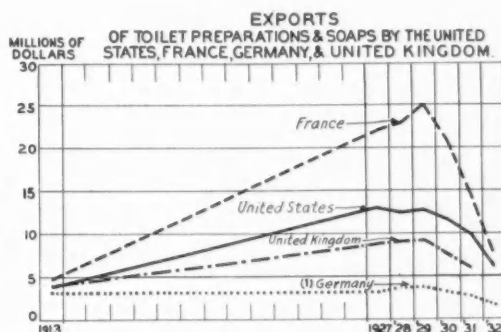
dropped to a total value of \$1,308,000. (These figures include all dental creams and dentifrices, although the charts show them as separate articles.)

Manufacture Abroad

There are no figures to measure one very important effect that the new barriers against imports has had on American exports. That is the transferring of manufacturing of the products abroad. Because the equipment necessary to manufacture many of these products is comparatively simple and often requires small investment, it is believed that foreign manufacture has been more readily undertaken than in many other commodities. Individual firms that have attempted to maintain their foreign trade this way have indicated that their volume of business has kept up rela-

tively well. How many have found foreign manufacturing unprofitable is unknown, just as to what extent this development has proceeded cannot be stated.

Although the reports of the terrific drop in exports from 1929 to 1932 may seem discouraging, still



the fact remains that the purchases in the world market of French, American, British and German toiletries and soaps were a third greater in 1932 than in 1931. This is attributed to the fact that in the intervening years many toilet preparations have become classed as necessities of hygiene. Articles of purely personal adornment have suffered the most. Perfumes and such articles figure most prominently in the French exports, and French imports have shown the greatest curtailment.

America Second

America, which in 1913 wrested second place for exports from England, still holds it. Germany ranks fourth, and all countries have felt the blow to toiletry exports. Although America has held second place as exporter since 1913, her exports have not kept pace with the rapid growth of her domestic industry. Before the war they were valued at 7 per cent of the total amount produced. In their peak year of 1929, although the total output shipped abroad was valued at \$12,944,000, they represented only 5.5 per cent of the total output of the trade, and in 1931 they shrunk to only 4 per cent of the total.

Just as our domestic and foreign markets have increased by leaps and bounds in a decade and even now hold their own in the world market, despite the blow of depression and trade barriers, so our imports have dropped lower and lower.

Because summary figures for 1932 showing only "toilet" soaps are not available from every country, it has been necessary to use figures including *all* soaps in the following analysis and table. Until 1931 Europe, with her business in the United Kingdom, the Netherlands, Germany and Denmark, was the leading marketing area for American toiletries. Twenty-seven per cent of the total of foreign sales were made there in 1931. In 1932 this percentage was down, due largely to a drop of \$2,000,000 in sales to Great Britain. American noncontiguous territories at the same time advanced from third to first place, receiving 19 per cent of the total in 1931 and in 1932 receiving 28 per cent.

Asia retains its place as second best marketing area, accounting for 20 per cent and 25 per cent in the respective years. Latin America also held approximately the same relative position in the two years, buying about one-fifth of the total sold. Oceania, including its main markets, Australia and New Zealand, buys very little and has bought very little since imposing high protective tariffs in 1930. Africa, in which the Union of South Africa is the chief outlet, remains at about the same total of 4 per cent.

The following table shows the comparative exports to the various world markets in the past three years by the American exporters:

Area	1930	1931	1932
Europe	\$4,119,000	\$3,767,000	\$920,000
Canada	1,886,000	1,514,000	1,100,000
Central America	1,035,000	909,000	671,000
Caribbean and Newfoundland	1,400,000	868,000	584,000
South America	1,317,000	850,000	511,000
Asia	3,303,000	2,772,000	2,188,000
Oceania	460,000	164,000	80,000
Africa	443,000	498,000	368,000
Noncontiguous territory	2,852,000	2,692,000	2,471,000
Total	\$16,824,000	\$13,974,000	\$8,893,000

Six markets distinguished themselves in the past year by making a better showing than in 1931. The most outstanding of these was British Malaya which increased its purchases from a total of \$120,000 to \$163,000. Also, British Honduras showed an increase in business with American exporters from a value of \$42,000 to \$44,000. Both of these are particularly noteworthy because both countries have suffered a depreciation of their currency. The four other countries were Surinam, Portugal, Algeria and British South Africa.

Following is list of 18 countries which in the last year were in the \$100,000 class in purchases.

Hawaii	\$1,208,000	British Malaya	\$163,000
Puerto Rico	1,138,000	China	147,000
Canada	1,106,000	Alaska	125,000
Philippine Islands	867,000	Venezuela	123,000
British India	588,000	Netherlands	119,000
Panama	330,000	Argentina	119,000
Union of South Africa	295,000	Cuba	118,000
United Kingdom	261,000	Honduras	103,000
Netherland India	164,000	Dominican Republic	101,000

Individual lines prospered in some markets. In Hawaii dentifrices, face powders, lotions, rouges, manicuring preparations, depilatories and deodorants all advanced. Trade to Puerto Rico was more brisk in lotions, rouges, lipsticks, manicuring preparations, depilatories and deodorants, hair preparations, perfumery and toilet waters.

Consistently for years dentifrices and dental creams have led all toilet preparations sold by American exporters abroad. As stated earlier they have in the past two years made up one-fourth of the total of exports. The next leading article is toilet soaps, which made up 18 per cent of the 1929 and 15 per cent of the 1932 business. The third in importance is powder, including face, talcum and compact, which made up 14 per cent both in 1931 and 1932. Creams (cold, vanishing, etc.) and lotions follow with an average of 11 per cent.

Following in the chart are shown in detail the exports of all toilet preparations including soaps.

UNITED STATES EXPORTS OF TOILET SOAPS AND PREPARATIONS

Soap:	(Thousands 000 omitted)		
	1929	1931	1932
Medicated	\$261	\$189
Toilet or fancy	\$1,985	1,020	708
Shaving soaps (creams, powder & sticks)	537
Shaving creams	219	152
Other shaving soaps, powders & sticks	202	114
Perfumery and toilet waters	380	143	99
Dental creams	2,530	2,080	1,172
Other dentifrices	369	164	136
Powders:			
Talcum	846	691	401
Face	402	396	174
Compact	284	158	72
Creams, rouges, and other cosmetics:			
Cold creams	588	512	265
Vanishing creams	648	367	91
Other creams, lotions and balms	361	228
Rouges	812	209	84
Lipsticks and other cosmetics	440	..
Lipsticks	120
Other cosmetics	64
Manicuring preparations	(a)	376	186
Depilatories and deodorants	(a)	382	71
Hair preparations	(a)	375	326
Other toilet preparations	1,921	327	146
Total	\$11,302	\$8,683	\$4,738
Total to non-contiguous territory	1,130	1,160	1,192
Total	\$12,432	\$9,852	\$5,930

(a) Included with "Other toilet preparations."

Program for A. M. T. A. Convention

"The Trade Practices Committee has spent a year in endeavoring to outline a course of conduct upon which the Association could agree, looking toward the elimination of the most obvious of the abuses in the toilet goods business. Finally, it was empowered by a resolution of the Executive Board to call a Trade Practice Conference with the Federal Trade Commission (at which conference all sides would be heard, and rules finally adopted, which would have the force of law). The resolution, however, contained the provision that every effort should first be made to adopt such rules by voluntary agreement of the membership of the Association, and thus avoid calling in a government agency.

"As a last resort, and in accordance with this resolution, the matters most frequently objected to will be aired at the annual convention, and you will be asked to vote on the following resolution:

"WHEREAS, it has been found impossible to secure an agreement binding on all manufacturers of toilet articles, that would enable your association to eliminate practices that are inimical to the best interests of manufacturers, retailers and consumers alike, now therefore be it,

"RESOLVED, that a Trade Practice Conference with the Federal Trade Commission be called forthwith at which appropriate rules shall be formulated."

"In view of the great importance of the projected resolution, your Board will devote all three afternoons of the Convention to a discussion of the resolution open to all members, and aided by speakers who are experts in their field."—*Quotation from a letter to the members of the Associated Manufacturers of Toilet Articles.*

Tuesday, April 25, 1933

Luncheon 12:30

Roll Call

Presentation of Proxies

Communications

Report of Committee on Membership and Election of New Members

Report of the Committee on Entertainment

President's Address

Reports of Officers and Committees

Appointment of Nominating Committees

Nominations for Officers and Executive Board

Address—by Wm. Resor of J. Walter Thompson, Inc., New York.

8:30 p.m.—Theatre—Majestic Theatre (44th St., W. of Broadway) "Strike Me Pink." Busses provided from the theatre to Hotel Waldorf-Astoria.

11:30 p.m.—Hotel Waldorf-Astoria. Theatre Supper and Dancing.

Wednesday, April 26, 1933

11 a.m.—Executive Session—Report of Washington Representative, W. L. Crounse. Report of Counsel Abel I. Smith.

Luncheon 12:30

Presentation of Proxies

Appointment of Inspectors of Election.

Appointment of Treasurer's Auditing Committee

Address by William E. Humphrey of the Federal Trade Commission

Thursday, April 27, 1933

11 a.m.—Report of the Committee on Resolutions.

Luncheon 12:30.

Presentation of Proxies.

Report of Treasurer's Auditing Committee.

Address by A. Lincoln Filene of Wm. Filene Sons Co., Boston.

Unfinished Business.

New Business

Report of Committee on Nominations.

Election of Officers and Executive Board.

Installation of Officers.

7:30 p.m.—Reception and Banquet, Hotel Waldorf-Astoria. Dancing.

Recent Products and Packages

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Matchabelli's New Miniatures

In keeping with the present trend, Prince Matchabelli Perfumery, Inc., New York, is presenting its famous perfumes in small sizes. As may be seen in



the accompanying illustration, the containers are comparatively plain, but carry out the Matchabelli principle of design, the metal caps resembling crowns, and the labels being the familiar Matchabelli seal. The new sizes include ¼ ounce, 1 ounce and the "trio set," consisting of three matched flacons.

Yardley Introduces Wave Set

A new addition to the ever widening line of Yardley & Co., Ltd., New York, is a wave-setting lotion. While this product has been on the market in London for some time, it is being introduced to the trade here for the first time. The lotion, which is colorless, is presented in bevelled glass bottles with silver stoppers. The boxes are of ecru color, and the ecru labels have black lettering and green edges. Included in the package is an atomizer of simple design which permits the use of the lotion without need for other devices. The lotion also is available without the atomizer.



St. Denis Brings Out New Line

A new line called "Auf Wiedersehen" has been brought out by Parfumerie St. Denis, New York. The line is packaged in boxes of gold and blue which are



unique in that their covers open in door fashion by means of a blue cloth "latch string." The same color scheme is carried out in the simple, yet smart, bottles.

Williams Brushless Shaving Cream

The J. B. Williams Co., Glastonbury, Conn., has announced a new



brushless shaving cream, shown in the photograph at the left. Tube and carton present an attractive example of package design in their red, white and pale blue color scheme.

D'Orsay Has New Odor

D'Orsay Perfumeries Corp., New York, has announced the introduction to the American market of a new odor, "Gardenia." The new perfume is packaged in the usual D'Orsay style, and comes in three sizes.

Lelong's New Bottle

One of the most unusual, and at the same time beautiful, packages illustrated in these pages is the new eau de Cologne bottle recently put out by Lucien Lelong, Inc., New York. The bottle, shown at the right, is odd'y shaped, its base being round and its neck long and slim. It is constructed of crackle glass which is shown off to good advantage by the amber color of the liquid. The neck of the bottle is wrapped in silver foil.





A Safeguard

Bourjois, Inc., New York, has developed a novel device to protect its new "Evening in Paris" combination package from unscrupulous

retailers. The package consists of a box of face powder, a small vial of perfume and a miniature lipstick. To insure against breaking up of the package, apertures have been cut in the inside drum of the powder package into which fit the perfume and lipstick. If either is lifted, the purchaser will at once know an item is missing from the package.

Armand Offers Automatic Lipstick



Armand Co., Des Moines, Ia., has added an automatic, one-hand lipstick to its extensive line of cosmetics. This lipstick, shown at the left, really can be operated with one hand by sliding down a small lever with the thumb. It is packaged in a red metal case, with the sliding covering over the open end of black transparent cellulose.

Millot's Attractive Line

Pictured below is the handsome "Crêpe de Chine" line of F. Millot, Parfumeur, Paris, handled in this country by Millot, Inc., New York, a company recently formed by Albert Mosheim, president of the House of Tre-Jur, Inc. The perfume is presented in both de luxe and plain bottles. The de luxe packages are odd in that the oblong bottles are fitted with squares of marble over their glass stoppers and held fast by a gold cord. The liquid gives the bottles a dark green effect. Boxes are of bronze, trimmed with green and with green lettering.



New Items by Caron

Caron Corp., New York, has now brought out a loose powder compact equipped with a lipstick which slides

into the rear portion of the case, as shown above. The compact comes in gold chromium plated and ivory finishes. Also pictured above is the new "En Avion" perfume which will be introduced in May. It will come in a handsome crystal bottle, with a metal square to hold the stopper in place.

New Mineralava Dental Cream



At the left is illustrated the new dental cream recently put out by Mineralava Laboratories, Inc., New York. The product is presented in attractively designed tube and carton of cream, red and white

color scheme. The company also has brought out shaving creams in both brushless and lather forms.

Proves Popular in London

A product which has gained much favor in London, England, is the new eau de Cologne recently put on the market by the County Perfumery Co., well-known as manufacturers of "Brylcreem." It is known as "505," and is claimed to be an 80 per cent spirit perfume. It is packaged in the conventional eau de Cologne bottle, attractively labelled in silver, black and lavender.

Dollup's "Batholac"

Parfumerie Dollup, Inc., New York, has introduced "Batholac," a product for the bath. It is packaged in a tall bottle through which the milky white liquid shows. The bottle is wrapped in transparent cellulose, on which are printed the labels, directions for use, and Good Housekeeping seal.



For the Summer Trade

Packaging the Product of Distinct Seasonal Appeal

For Directionalized Sales Effort

by Ruth Hooper Larison

AFTER the first burst of enthusiasm over hoped-for improvement in business, the reaction sets in. Just now the edge of enthusiasm is dulled by the

fact that Summer isn't the ideal selling season for toilet goods. That brings up the question of what can be done about it. If the public is at last in a "semi-buying" mood what merchandise is most likely to bring back an immediate dollar return? While fundamental changes are certainly taking place in the industry which will have a lasting effect, this Summer should nevertheless see stimulated buying in what may be classified as seasonable merchandise. Probably few customers will be interested in laying in supplies for future use, even though prices are made especially attractive; but many customers will be ready to buy what they actually need for this season and they will buy with looser purse strings where the merchandise is given a directionalized presentation.

The indications are certainly plain that manufacturers of Summer merchandise may capitalize at this time by making their lines as attractive and their packages as fresh and saleable as possible. Stores may be urged to carry and feature Summer merchandise primarily even at the expense of many other products which do not move so fast during the warm weather. Store buyers aren't ready yet to carry large stocks. They must show results from swift turnover business.

Some manufacturers may even be in a position to introduce special Summer packages as combinations of several good sellers, combination deals, where the stock numbers are packed together with a special Summer price or where a fresh note is struck by using a seasonable wrapper on a group or even a single product. "Vacation Specials"—"Week-end Kits"—offer tremendous possibilities; "Hostess Packages" to carry to the week-end hostess, etc. A little ingenuity exercised by the manufacturer can achieve novelty, sound values, and attention-getting packages.

The additional costs for special Summer packages, if adroitly planned, would be more than counterbalanced by the added attraction value the products would afford both stores and customers.

It is also an ideal time to test out new products for an established line if the new product has Summer selling advantages. If its sales warrant making it a permanent part of the line—fine!—if not, it has proved its seasonable value and kept the manufacturer fresh in the minds of his public where his name and products might otherwise have been neglected. With so many, many products on the market I feel a trend to seasonable products rather than expecting the entire line manufactured by each company to be stocked by the

store during all seasons even those of lightest demand.

Bath products are especially good Summer retailers. Powders, oils for suntan and sunburn, soaps, deodor-

ants, and depilatories for bare legs and arms, ointments, creams and lotions for sunburn and light toilet waters and Summer perfumes also move well at that season. Colognes, which by the way are staging such a good come-back, bath soaps, salt water shampoos, permanent hair wave lotions and pomades, darker face powders and complimenting rouges and lipsticks for suntan make-up, bleaching creams and protection lotions are indicated Summer merchandise.

Spotlight the products which the public actually needs at this season, individualize the Summer months, selling with the same intensity as is directed towards seasonable Christmas sales. People can choose whether or not they will give Christmas gifts but they are all inclined to purchase necessities for their own daily use and can be encouraged to do so more freely if the proper incentive is supplied.

It is also possible that a fresh package, new and modern in design, label or just in wrapping, can bring to life a good but dormant product which has seasonable appeal. Prices this Summer will be of vital interest to the public. Price cutting is not what I refer to, but generous value for a moderate price. If a good package now offered contains an entirely satisfactory product, seasonable, but formerly slow moving, perhaps the trouble lies in the fact that it is in too large a size. Cut it down and cut down the price at the same time. The public is buying more freely in the smaller units—another result of slim purses. This type of price adjusting is constructive. You have not cheapened the merchandise or "cut the price" in the popular sense of the term. Another method of handling otherwise slow moving but seasonable products is to vary them slightly in package, new containers or new in size or shape, new labels and *new lower price*. Possibly even a new name will bring an otherwise good product to life during a seasonable selling period.

I believe that because of the added attention consumers are paying to packaging, by merely restyling a good product sufficient added attention can be gained to increase sales. By this I do not mean to continually change a package—that would only result in bewilderment and confusion on the part of the public. Do the job once and for all, if possible, but do it well! Look upon the novelty angle as a by-product of the actual improvement which can be accomplished by repackaging.

Summer offers an important opportunity to the manufacturer who has been considering repackaging





because his entire line needs it but who is still on the fence. Let him test out new packages on a few good Summer sellers and judge from them whether or not he is aiming in the right direction of the repackaging of his entire line. A big buying season is never as true a test of the new package as a meager buying season, because one hardly knows just how much of the results must be discounted to obtain an average.

I have selected four packages which should be ideal Summer retailers and which are now on sale in the stores. Two of these are actually new products with a year 'round appeal but strongest emphasis for Summer selling. The other two are already popular products, one repriced and resized and the other a combination week-end kit of small sizes of a well known line. Each one, in its own way, represents just the sort of sound planning which this approaching season particularly demands. All four are illustrated but let me call attention to outstanding points about their packaging.

The Richard Hudnut "Marvelous Acquaintance Package" is an ideal week-end kit, compact, sufficient and convenient. The silver box contains five products in quantities generous enough for even a Friday to Thursday week-end! It is priced at fifty-five cents and besides the "Marvelous" liquifying cream, freshener, tissue cream and foundation cream, there is a jar of hand cream and a charming booklet enclosure listing the full-size packages. Its "come-on-and-buy-more" appeal is irresistible. The jars are opal, capped in aluminum and labeled in silver, black and red. It is an economical package to be sure and will be instantly recognized as such by the consumer but its economy is in the smart manner. This balance between economy and smartness is the rare quality for which many manufacturers are striving but to which not all may attain.

The Hudnut "Marvelous" dusting powder can is now packed in a smaller size—still generous enough for all consumer demands, and priced also at fifty-five cents the can. The container is lacquered a dull silver finely lined and with the "Marvelous" motif in polished effect and the strip of black and red at the base complemented

by the silhouette against its square black background on the slightly domed top. Inside is a puff and here is no feeling of economy—women must have *good* powder puffs!—and they appreciate them!

The third package which I have selected for its outstanding appeal and timeliness is Lucien Lelong's eau de Cologne. This delightful bottle stands out on the counter with a "come-hither" expression that a woman finds hard to resist. The base is spherical and the glass has gone through the process which gives it a spider web effect like old Venetian glassware while the very long cylindrical neck is bound the whole length with a silver label, decorated with horizontal lines and the lettering of the name and company. At the neck are two silver like spheres which prevent the bottle from slipping from the hand in use and it is capped with another larger silver sphere which when withdrawn leaves an aperture large enough for sprinkling the Cologne freely. Such a refreshing inspiration for a bottle seldom makes its bow on the counter! This comes in two sizes the four ounce at \$1.25 and the eight ounce at \$2.00. Smartness and the feel of luxury at a moderate price at last! And that's what the public is looking for!

My fourth selection is a new product and a very practical one. It is called "Sphinx" and made by the Egyptian Laboratories. It is a non-perspirant deodorant in powder form to be sprinkled on the body and can be used directly after shaving—which is an advantage. It comes in a round, gold-paper covered paper can with a glossy black cap and when the seal is broken, beneath the cap are perforations which allow the powder to shake out. The only decoration is a series of vertical lines, lettering and the sphinx head in black. It is certainly a pleasant package and one which should find easy acceptance particularly as it is being launched in the Summer season. The retail price is \$1.00.

These products illustrate four of the groups of products which I have mentioned as being particularly timely for Summer selling. There are so many possibilities by which the items from any of the groups can be made more saleable and attractive that one hardly

knows where to begin. Beside, each individual product will offer to its manufacturer its own individualized possibilities for improvement. Combinations of the various bath preparations can be prepared and priced at special Summer rates. A dollar package of bath powder, a bottle of suntan oil that regularly retails for, say, \$1.50 could be either specially wrapped together or cartoned and sold for \$2.00 and two sales made instead of one, thus passing on the saving to the public. Make-up kits for suntan powder and the accompanying rouge and lipstick and a lotion base would offer another possibility.

Week-end cases from the most inexpensive to the more elaborate might employ plastic containers and feature their non-breakable quality. Suitcase fittings of plastic with the non-breakable advantage and packed with a well known line to fit a variety of cases should find a good market in the slightly higher price range. I have never yet found the usual jars and bottles in fitted traveling cases proportionately right in size to one another nor balanced as to number. And all these make the most delightful hostess gifts. Light toilet waters and flowery light perfumes are most in demand for Summer selling. Now is the chance to introduce new numbers at attractively modest prices for the more expensive ones can have but a limited market this year of all years.

Perhaps some manufacturer will develop a novelty in the way of a "World's Fair" package to be given complimentary or at a minimum cost to women purchasing railroad tickets for Chicago and return, and a shaving kit in sample size for the men. Men must buy this Summer, too, and they should not be overlooked in directionalized Summer selling. It is the season when many more men can be convinced of the importance of deodorants, talcums and toilet waters than are now regular users and it would make them year 'round purchasers.

F. E. M. A. Issues Convention Call

Plans for the twenty-fourth annual convention of the Flavoring Extract Manufacturers' Association of the United States, which will be held in the Knickerbocker hotel, Chicago, June 19, 20 and 21, are rapidly taking shape, according to B. H. Smith, president, who recently sounded the first convention call in a message to members. Special rates for members have been secured at the hotel and unusually low rates will be available on all railroad lines to Chicago at that time because of the Century of Progress Exposition.

In addition to the value to be derived from the convention sessions, those attending will have the opportunity to visit the Chicago World's Fair which will have exhibits of interest to members of the industry. President Smith urges a record-breaking turn-out, and recommends that reservations be made as early as possible. He has appointed the following special convention committee, composed of Chicago members, which will be in charge of all details for the forthcoming meeting:

D. T. Gunning, chairman; F. W. Allen, B. C. Gardner, Frank Z. Woods, R. J. Massey, D. F. Bowey, F. M. Hartigan, John S. Hall, A. F. Wussow, M. B. Zimmer and W. G. Moore.

Coming Conventions

Associated Manufacturers of Toilet Articles, Waldorf-Astoria hotel, New York City, April 25, 26 and 27, 1933.

American Drug Manufacturers Association, The Homestead, Hot Springs, Va., May 8 to 11, 1933.

American Spice Trade Association, Waldorf-Astoria hotel, New York City, May 9 and 10, 1933.

The Proprietary Association, Biltmore hotel, New York City, May 15 to 17, 1933.

Insecticide and Disinfectant Manufacturers' Association, Edgewater Beach hotel, Chicago, June 5 to 7, 1933.

Flavoring Extract Manufacturers Association, Hotel Knickerbocker, Chicago, June 19 to 21, 1933.

American Pharmaceutical Manufacturers' Association, Edgewater Beach hotel, Chicago, June 21 to 23, 1933.

National Paper Box Manufacturers Association, Congress hotel, Chicago, July 19 to 21, 1933.

American Cosmeticians Association, Hotel Sherman, Chicago, August 21 to 24, 1933.

National Hairdressers and Cosmetologists Association, Chicago, September 17 to 21, 1933.

Federal Wholesale Druggists Association, Chicago, September 25 to 27, 1933.

American Beauty and Styles Exposition, Grand Central Palace, New York, October 23 to 26, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

Two New Tax Rulings

The Department of Internal Revenue has just reported a new decision concerning taxation in two sets of cases that have been brought to its attention. This ruling was made to clarify the taxation of articles in these two classes.

Class 1 concerns medicinal articles, which under the new tax rulings are exempt as medicine, but carry on their labels toilet claims. These articles, so long as these claims appear on their labels, are taxable at the regular rate of ten per cent. However, if such claims are removed from the label the article remains tax free, taxation being placed solely on label claims.

Class 2 concerns mouth or tooth washes, taxable at five per cent in their ordinary capacity, which also place toilet claims on their labels. The placing of these claims on the labels would ordinarily put them into the ten per cent tax class as toilet articles. The department has ruled that if the manufacturer can submit sufficient proof that the chief use of the article is that of a mouth or tooth wash the article will remain taxable at five per cent, regardless of label claims.

Tax Bill in Wisconsin

A bill has been introduced into the Wisconsin state senate providing for a tax of two cents on each ten cents or fractional part thereof of the customary retail price of cosmetics. Cosmetics, as defined in the bill, include lipsticks, rouge, face paints, face powders, face creams, talcum powders, toilet waters, lotions, perfumery, hair oils, hair tonics, pomades and hair dyes.

The measure provides for a dealer's license of \$10.

The Case of Advertising vs. Bunk

*For the Second Time in Business History
Advertising Must Prove Its Right to Existence*

By Leroy Fairman

TWENTY years ago I was a member of the creative staff of an advertising agency which was then, and still is, one of the largest in the world. The nominal head of the firm was the man who founded it back in Civil War days or thereabouts; but as he was well along in years he was taking little active part in the work. He did, however, take a keen interest in what went on from day to day, and on one occasion, when he was looking over one of the campaigns in which we took special pride, he said:

"If you fellows would print a handsome picture of the goods, with a snappy slogan or a few terse, descriptive words, you'd sell just as much merchandise as you do with all this highfalutin art and long-winded copy."

As he was still the boss, no voice rose in contradiction, but what we thought can readily be imagined, even today. But if the old gentleman were still alive, I sometimes feel that his canny mind would sense the fact that conditions are fast veering around to a point where, as in his early days, a picture of the goods, "with a snappy slogan or a few terse, descriptive words," would be the most productive advertising a manufacturer could use.

This may sound like a strange statement for an advertising man to make, but let us see.

When I was a boy the only advertising which came into the home was the retail merchants' simple announcements in the newspapers; the advertising of "patent medicines" in newspapers, magazines, almanacs and circulars, and the highly dignified advertisements of the little group of manufacturers whose chief contact with the consuming public was through the *Century*, *Harper's*, *Scribner's* and the *Atlantic Monthly*.

The patent medicine boys were the first to discover the important fact that it was possible to sell goods by advertising, and in that way to make a lot of money. For a considerable period it was generally assumed that this process was peculiar to the medicine business; the idea that the maker of soaps, soups or shoes could get rich in the same manner was slow to take hold.

Meantime, the proprietary fellows were going fine; the list of their products was extended from the original cough and cold mixtures, rheumatism cures, pink pills for pale people and the beneficent compound of Mrs. Pinkham, until it embraced positive cures for cancer and tuberculosis.

As it had never occurred to anybody that there might be something immoral, unethical, or even slightly reprehensible in publishing any kind of an advertise-

ment that an advertiser was willing to pay for, the most respectable and influential publications accepted all this utterly rotten stuff without question. Even

such practitioners of advertising as were then in the field regarded advertising merely as a means of separating people from their money; it did not occur to them even to wonder, in their most idle moments, whether the advertised goods were of any value or usefulness, or whether the advertising came within forty miles of telling the truth about them.

These evil conditions nearly wrecked advertising before it got fairly started. Looking backward, it seems miraculous that anything like clean, honest advertising ever did get going. All sensible people regarded it as a joke. "Only an ad" was a recognized connotation of fraud and deception. Is it any wonder that the reputable advertisers of that day confined their announcements to a few restrained, carefully chosen words? They knew next to nothing about advertising as we understand and practice it in these times. But they had a lot of horse sense. More, I sometimes think, than a good many of us have today.

But advertising was too efficient, too valuable a tool to be left permanently in the hands of crooks. Business men took note of the fact that the leaders in a number of industries had been steadily if conservatively advertising over a long period, and that these concerns had so stated their case to the public, and so conscientiously safeguarded their reputation for fair dealing and honest merchandise that they had escaped the skepticism, the outspoken disbelief and the contumely with which the fakers and crooks were regarded by all intelligent people.

And so advertising worthy of the name began feebly to make its way. Few people who read these lines will realize, in terms of advertising activity and volume, how remote is the time of which I speak. Yet it isn't so long ago in point of time; men are still alive who sold newspaper and magazine space in those days. One of them told me recently that it was then possible to call on all the advertising agencies in New York City in the course of the morning, thus leaving the afternoon free for Kelly pool and other less innocuous diversions. Today it would take a man a week to call on the advertising agencies within 500 yards of Grand Central Station!

The discovery of the consumer as a person to be regarded in another light than that of a sucker took place at about the turn of the century, when certain foresighted advertising men and publishers concluded that it might be a good idea to give the consumer the



worth of his money and cultivate his confidence and good will. It was not until about 1910, however, that there was any considerable concerted movement toward "Truth in Advertising," and even then a great many hard-headed business men, while giving lip service to this novel idea, secretly regarded it as an idealistic and visionary idea for the young fellows to play with. The idea persisted, nevertheless, and constantly gained ground until the year 1929.

All this may seem to be the rather rambling and aimless reminiscences of an old timer, but a little thought may disclose in it a lesson which it may be well to learn and heed. We may go so far as to conclude that the type of abuse which so nearly wrecked advertising before it got fairly started, is now at work to wreck it finally, completely, and permanently.

In the early days of which I have spoken, advertising was in disrepute because it was used most largely by those who regarded it merely as a means of trimming the sucker; advertisers whose goods did not do what they were claimed to do, and whose merits, if any, were grossly exaggerated.

Does that condition prevail today? Is the major part of the advertising we see in our magazines and newspapers either completely unreliable or grossly exaggerated?

This, as I see it, is what happened.

Late in the fateful year 1929 advertising began to lose its pull. This was not the fault of advertising, but was due to the same conditions which put business, as a whole, on the downward track.

Yet then, and since, we have heard men—some of them supposedly skilled advertising men—declare from the housetops that, in the pinch, "advertising has failed." Which is obvious nonsense. Advertising is nothing but a business tool; it can perform no miracles;

it can sell no goods to people who have no money, or who, in panic, have buried their money and refuse to exhume it for any purpose or upon any plea.

Manufacturers demanded, nevertheless, that the miracle be performed. They blamed their advertising departments, or their advertising agencies, for diminishing returns, and demanded new ideas, new "slants," that would produce public response at the 1928 level.

Spurred into a heavy lather by the fear of losing their jobs, or their bread-and-butter advertising accounts, the harried advertisement makers have done their worst to produce the demanded miracles. As the simple, sincere, commonsense appeals no longer sufficed to wrangle the dollars from the public pocketbook, something "new and different" must be evolved. And it has been!

Years ago the newspapers and magazines barred from their columns the advertising of the obvious fakers in the patent medicine game—and, in the process, that of some proprietary manufacturers whose products were worthy and useful. But today, we see in full-page or half-page space in some of our most respectable, not to say sanctimonious, publications, advertisements of preparations which claim the same miraculous performances as the ill-famed patent medicines did! Over the names of manufacturers of high repute we are told that the preparation or commodity advertised will eliminate indigestion and hyperacidity, banish constipation, replace pimpled and blotched skin with the roseleaf complexion of the infant.

We are told that certain simple laxatives will cause the erstwhile sufferer, after a night of sweet and dreamless sleep, to spring from his couch with cries of joy and rush forth into the marts of trade with a driving and compelling energy that nothing can withstand. Is this picture overdrawn? Why, bless your



heart, a mere shaving cream can transform you from a dull, shambling wretch to the visible embodiment of manly charm and indomitable energy, and what you have hitherto regarded as a commonplace commodity is an aphrodisiac of entrancing promise.

Except for the beautiful art work which embellishes them, and the suave sophistication of the copy, these advertisements, in my estimation, differ not at all from the old-time patent medicine advertisements of unfragrant memory. And it is these very advertisements that are today making advertising almost as much of a joke as it was back in the 1880's. The determined, desperate efforts to make advertising pay at whatever cost of reasonableness and righteousness is reaping its due reward. So far has misrepresentation gone that my old employer, if he were alive today, might be listened to with more respect when he proclaimed his theory of advertising.

While this process of deterioration has been going on, the perfumery and cosmetics manufacturers have kept a fairly clear head and a steady hand. Their only grave fault is an old one—exaggeration, and a sort of pompous and affected incomprehensibility. Some of this objectionable advertising claims impossibilities or, at least, improbabilities; some of it is couched in language and expressed in terms which make it seem a trifle mad and considerably grotesque. Perhaps a gentle and amusing form of insanity should not be classed as objectionable, but if it ever had any usefulness, that day, I believe, has passed.

The Case in Toilet Preparations

Exaggeration in cosmetics advertising was not born in 1929; it is a legacy from the infancy of the business. It is so difficult a matter to say just what the right perfume, or other intimate toiletry, does to and for the user, that writers of advertising have resorted to indirection, hyperbole, and extravagancies of both assertion and expression. Thus, there has grown into the fabric of cosmetics advertising a form or pattern which manufacturers have adopted and utilized, with such modifications or alterations as best suited their purpose or differentiated their copy from that of their competitors. But when assayed or analyzed, it all amounts to about the same thing.

The fact that the exaggerated style of cosmetics advertising is an old story to the consumer, and has for so long a time been taken with the proverbial grain of salt, is perhaps one of the reasons why the advertising of the industry has not shared in the general distrust and disbelief which has been steadily growing for the past three years. The fact that the sales volume of the industry has held up so well may be attested as proof of this theory; not only has the volume of advertising been large, but the response has, conditions considered, been gratifying.

But we are not out of the woods yet. If I were a manufacturer of a toilet article, I would go over my advertising with a sharp and capable blue pencil. Every claim, every phrase, every word which the most skeptical reader might label as "Bunk!" would come out—even if, when I finished, nothing was left but the package at the top and my signature at the bottom.

My personal opinion is that "Bunk" is about through.

Either "Bunk" must go, or the time will come when advertising, as now practiced, will have to fold up and pass out.

One reason for this belief is that the boys and girls now in their teens or just out of them will shortly be the buying generation of our people. They can tell "Bunk" a mile away. They have no use for it. They believe advertising is chiefly "Bunk." They do not read advertising. They look at the pictures, at the name, at the price, and that is all. They have neither the time, nor the slightest inclination, to curl up by the fireside and read the tiresome type of romance which they believe they find in advertising copy. Anybody who doesn't believe that this is true can very easily find out—probably in his own immediate family.

It should be added that, after many years, the nearly wordless advertisement has again made its appearance, and in the toiletries industry more strikingly than in any other. Two examples are shown herewith. I cannot say that I fully approve of such extremes in restraint and reticence, but these advertisements show a stern determination not to enter into competition with all the adjectives in the dictionary, and all the claims which an imaginative copy writer can dress up in flowery language.

Mary Garden Wins from Rigaud

Trial of the case of Mary Garden, famous singer, against Parfumerie Rigaud, Inc., took place in Supreme Court in New York City April 10. Miss Garden is asking an injunction and nominal damages, her principal object being to "regain her name" and prevent the company from using it on perfumes and toilet preparations. Miss Garden testified that in 1909 the late Dr. Frederick S. Mason asked her if he might use her name on a perfume and, feeling honored and flattered, she gave her permission. She stated that she was unaware that Dr. Mason was an agent of Rigaud which was the contention of the company in the suit. Miss Garden said that she was unaware that she had disposed of rights in her name until 1931 when she was forced to refuse an offer on account of her previous permission to Dr. Mason.

Justice Peter Schmuck, on April 21 granted Miss Garden the injunction.

Missouri Cosmetic Proposals

St. Louis cosmetic and toilet goods manufacturers were given no little concern when House Bill 616 was up for passage in the Missouri legislature. The bill, coming under the heading of a general sales tax, finally was designed as a luxury tax. The bill, however, was killed and will not have a chance for passage during this session of the legislature.

Still up for consideration in the State Legislature of Missouri, however, is a bill introduced to provide that every person or manufacturer engaging in a house-to-house canvass or demonstration of any drug, cosmetic, facial cream or other improvements of the human body shall be taxed \$50 per annum and each salesman shall be subject to 10 per cent on sales. A permit, under the provisions of the measure, would be required from the Missouri State Board of Health before manufacturing or sales would be permitted.

Editorials

The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVIII. No. 2

April, 1933

Unity of Action Called For

MORE than ten years ago the A.M.T.A. adopted a resolution designed to bring the "hidden demonstrator" out into the open. Had its provisions been carried out, all demonstrators for toilet preparations would have been identified clearly as employees of the manufacturer and not of the store. The resolution was never rescinded, but on account of the objections of some stores and some manufacturers, it was never actually put into effect. Since that time the question of the hidden demonstrator has remained as an undercurrent of possible discord in every meeting of manufacturers of toilet preparations.

The subject has again been brought to the fore at this time by the activities of the Trade Practices Committee of the A.M.T.A. A majority of that body favors the *complete identification of all demonstrators*. Those who hold to that opinion believe that a hidden demonstration is merely a method of "switching" sales from one brand of toilet goods to another. They point out that the hidden demonstrator does not actually "demonstrate" to the customer the use of toilet preparations as does the demonstrator of a vacuum cleaner, for example, that in relatively few instances does she actually explain the manner in which the preparation benefits the purchaser, but that in every instance she attempts to persuade the prospective customer to buy a particular preparation.

The inference is that this persuasion is not always accomplished by strictly ethical methods and that in any event the customer is deceived by believing the demonstrator to be an employee of the store when in fact she is working solely in the interests of a single manufacturer.

From these claims, proponents of the identification of all demonstrators deduce a long series of evils such as duplication of payment to demonstrators by more than one manufacturer, appropri-

ating of demonstrators' salaries or bonuses by certain stores, actual illegal tampering with competitors' demonstrators and many others, all of which they view as a fraud upon the public and a definite and positive harm to the industry.

While it is admitted that the correction of trade evils is best accomplished without outside intervention, the group which takes so positive a position regarding demonstrators is determined to clean the matter up completely. To this end they propose to do as much by persuasion as is possible and then, failing identification of demonstrators, to ask for a trade practice conference with the Federal Trade Commission at which this and other alleged evils of the trade will be threshed out.

Opposed to this position is a group of manufacturers who, while admitting that some correction of the demonstrator difficulty may be necessary, are not wholly favorable to the methods proposed and are *strongly opposed to the idea of outside interference, especially by the Federal Trade Commission*. This group contends that the alleged evils of the hidden demonstrator system have been greatly exaggerated and that sporadic instances of unfair competition which may have taken place can be corrected readily by conference and adjustment among the manufacturers. They take the position that they cannot afford to be a party to a proceeding which would bring a governmental investigation down upon their good friends and customers, the department stores, especially at this time. They would like to see demonstrators identified, but if the stores object, they decline to bring pressure to bear either through a proposed trade practice conference or through refusal to employ hidden demonstrators. They further make the point that the group which so strongly opposes the *hidden demonstrator* in general employs no demonstrators at all, and they charge that the attack upon the *hidden demonstrators* is in reality an effort to prevent the use of *any demonstrators* and thereby to restrict sales methods to narrow channels and interfere with a legitimate method of doing business.

There is undoubtedly an argument to be made on either side of this controversy. There is much to be said anent the protection of the public and there is a fair reply from those who are opposed to restrictions upon trade. *It is unfortunate, however, that this dispute has gone so far that the unity of the industry against other serious troubles is jeopardized*. Splitting the toilet goods manufacturers into two warring camps on the subject of demonstrations is scarcely the way to bring the in-

OUR ADVERTISERS

Theodor Leonhard Wax Co.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW
432 Fourth Ave., New York City.

Gentlemen: We have been advertising in THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW for a good many years and it has proved a very satisfactory medium for keeping our T. L. brand White Bleached Beeswax before the toilet industry.

Very truly yours,

THEODOR LEONHARD WAX Co., INC.

J. M. MAYER, Secretary.

dustry out of the depression and to build it for the future.

UNFAIR trade practices must be ELIMINATED and REPLACED by methods which SAFEGUARD the PUBLIC and permit open and free competition. At the same time, *the unity of action* for which the industry has been noted and upon which so large a part of its success has been based *must be maintained*. It is a task which should enlist the best talent in the industry during the coming convention, requiring as it does an accurate and complete knowledge of trade conditions plus a large measure of diplomatic skill. It is our fervent hope that efforts to settle the problem without acrimony will be crowned with success.

Fewer Free Deals

IT is gratifying to find that the Spring business in toilet preparations is being launched with less emphasis upon the "free deal" and more upon straight merchandising efforts. Whether this is due to a belated conversion of the manufacturer who has been a bad offender in this respect for many years or to the fact that the retailers are up in arms over the "free deal" and are determined to stamp out an evil which has long been one of the most fruitful sources of trouble surrounding retail cosmetic sales, is of less importance than the bare fact that the deal is receding into the background.

Even where deals are being offered this Spring, the offers are more restricted both as to their character and in the number which are being sold or offered by the maker.

As an introductory method for new goods under the proper safeguards and with due care against abuses which may readily arise, there may be some justification for the "free deal." As a general method of selling, the results accomplished over the last few years speak eloquently of the fallacies inherent in the practice. The "free deal" has failed to accomplish any of the things claimed for it.

It has rather succeeded in doing almost irreparable damage to the market for toilet preparations and especially for allied items which have been, so to speak, the "victims" of the deal system. None of the safeguards against abuses or discrimination thus far adopted has been successful.

The fight of certain retail trade organizations against the deal has been watched with much interest and a great deal of satisfaction by those who have the best interests of the toilet preparations industry at heart. It is indeed a pleasure to report progress in the campaign against a method which has done so much damage and to compliment the manufacturers upon their gradual abandonment of a practice upon which their retail outlets quite rightly frown.

Advertising as a Preliminary

SEVERAL companies in this field, particularly one or two of the larger soap makers, have announced elaborate plans for bringing their products to the attention of the public during the coming six months. Campaigns using every sort of consumer advertising have been planned. There will be space in newspapers and magazines, radio programs, outdoor advertising signs, lights on brilliant Broadway, to say nothing of sampling campaigns, direct-by-mail efforts and other means of securing the attention of the possible purchaser.

A year ago we heard that a few would maintain their advertising appropriations and that many would cut down. We thought this was a good showing at the time as, indeed, it probably was. Evidently the times have changed or farseeing manufacturers are confident that they will change shortly. *Instead of standing still or "only retreating a little," makers are going ahead with publicity in the belief that the public will buy and that the buying will be of advertised products.*

This is the most favorable sign we have seen of such a "New Deal" in business as is promised in government. And we are confident that the expectations of those who will spend their money to tell the public of their goods and services will be fully justified by an excellent increase in sales volume. Manufacturers who have been hesitant about joining the movement for more and better advertising of toilet preparations should decide at once. The largest share of the business will go to the earliest and most persistent advertisers.

Index to Volume XXVII

PREPARATION of the annual index to Volume XXVII of this magazine is in progress, but actual printing of the index has been delayed because few of our readers have requested copies. Final disposition of the matter will await the pleasure of our subscribers. Accordingly, if you desire to receive a copy of the annual index of the volume just completed, please write us promptly.

Determining the Size of Powder Particles

Method and Apparatus for Computing Fineness of Screened or Bolted Face Powder Has Been Worked Out

A METHOD of considerable interest to manufacturers of face powders for the determination of the size distribution of particles of various substances when finely powdered has been developed by Robert T. Knapp, assistant professor of mechanical engineering in the California Institute of Technology at Pasadena. Professor Knapp developed the apparatus (U. S. Patent 1,838,628) for work on cement, but it is adaptable to any finely divided material. He indicates, however, that for use in face powder, a column of air rather than a liquid column might be necessary, a variation which should present little difficulty.

Professor Knapp outlined his method in a paper read before the Pacific Coast Applied Mechanics Meeting of the American Society of Mechanical Engineers, held in Pasadena January 20. He has been kind enough to send us the following abstract of his paper.

This paper describes a sedimentation type of instrument designed to analyze the size distribution of particles in powders which are of sub-sieve size. The following design conditions were to be satisfied:

1. High accuracy.
 2. Ability to determine actual size distribution as distinguished from a fineness index or the total surface.
 3. Capacity for a large number of samples per day.
 4. Large sample size to avoid sampling errors.
 5. Freedom from personal equation of the operator.
- In operation the characteristics of the instrument proved to be:

1. Satisfactory accuracy as shown by microscopic check and by high reproducibility of results between units and over extended periods of time.
2. Production of graphical results from which any desired number of points on size distribution curve can be obtained.
3. Capacity of 36 samples per 24 hours.
4. An average sample weight of 35 grams.
5. Standardization of technique and operating conditions combined with optical recording insured elimination of personal equation.

The operation of the instrument is based on Stokes' equation for the fall of a body in viscous fluid. This equation states that, under given conditions, the time required for a particle to fall through a given height varies inversely with the square of the diameter, i.e., the time of fall can be used as a measure of diameter. The desirability of starting the analysis with the sample homogeneously dispersed in the fluid introduces the necessity of considering a variable instead of a constant fall height for all particles of the sample. The method of Sven Oden makes it possible to analyze the results in this latter case. This method assumes an initial homogeneous dispersion of the sample and requires the measurement of rate of accumulation of the sample at the bottom of the sedimentation tube.

The results are plotted with time as abscissa and total weight settled out as ordinate. It can be shown that the Y-intercept of a tangent to the curve at a time T gives the weight of all particles in the samples of diameters equal to or greater than that of one which would just settle from the top in time T.

Particles falling according to Stokes' law have uniform velocities; therefore, they are supported by the liquid. From this it follows that the apparent density of the mixture measures the amount of sample in suspension in the liquid. Furthermore, since the hydrostatic pressure is determined by the density, if the pressure is measured at a point near the bottom of the sedimentation column it will be a measure of the amount of sample remaining in suspension above the pressure connection. Thus a pressure-time curve may be substituted for the weight-time curve in the Oden analysis.

The analyzing unit consists of a liquid sedimentation column with a pressure measuring cell connected to it near the bottom, and an optical recording system which is used to obtain the pressure-time curve. The instrument is composed of six units in one thermostated case, which also contains equipment for viscosity and density control. It is housed in a dark room which facilitates manipulation of the recording system. The curves are analyzed by the tangent-intercept method with the help of a special projector.

A series of analyses of various powders, all of which passed through the 200 mesh sieve, demonstrated that sub-sieve material varies widely, not only in relative fineness, but also in the entire shape of the fineness distribution curve.

The apparatus described has a normal size range of from 74 to 8 microns. Although designed primarily for cement, it has been successfully used for a wide range of substances.

St. Louis Group's Monthly Meeting

The Drug-Chemical and Allied Trades Association of St. Louis, composed largely of executives of the Mound City who are distributors for nationally known cosmetic lines, held its regular meeting at the Melbourne Hotel on April 7. The speaker of the evening was Carl F. G. Meyer, president of Meyer Brothers Drug Co., of St. Louis. Mr. Meyer had just returned from a business trip through the Southern states and gave his listeners an interesting word picture of business conditions there as he observed them. He also touched upon the banking system and gave a detailed outline of what the present Federal administration is doing to stabilize business and credit throughout the entire nation.

Pectins in Cosmetics

German Patents Disclose Possibilities of These Products in a Number of Important Toilet Preparations

PECTINS comprise a group of compounds which are derived from pectose. They occur in fruits and vegetables when they are ripe. They have been used in the preparation of food compositions and the like, but their use in the manufacture of cosmetics and toiletries is comparatively new. Two recent German patents were concerned with the use of pectins in the manufacture of toothpastes and other dentifrices and mouth washes, and also for the production of preparations used to aid in shaving.

It is stated that the pectins exist in the cell structure of plants in the form of soluble hemicelluloses as separating masses between the individual cells themselves. The surprising thing about these hemicelluloses or pectins is that their aqueous solutions, which possess all the intrinsic characteristics of colloids, have a very beneficial action on the skin. They appear to have a distinct and marked affinity for the cellular structure of the skin and for that of human hair. These colloidal solutions of pectins are readily absorbed by the skin as well as by the hair of the beard. A swelling action takes place with the result that the beard is much softened.

One point that must be definitely emphasized is that the swelling action of these pectinous substances in colloidal solutions as absorbed into the hair structure as well as in the skin is not accompanied by any chemical action whatsoever. It is well known that a similar action can be produced by means of alkaline substances, such as soap and the like. However, this takes place at the expense of the skin tissue, which is attacked by the alkali and injured more or less. When colloidal pectin solutions are used, on the other hand, the first advantage is that the epidermis is not attacked and injured. In the second place, these solutions possess a particular advantage in that they are able to neutralize any excess of alkali that may exist. Furthermore, the condition may also arise wherein these pectin solutions reduce the potency of acids that may be present in the skin, for the pectins are themselves neutral substances.

Action on the Skin

Earlier experiments and investigations, as revealed in the patent literature and elsewhere, have shown that vegetable slimes or mucilages, gelatin, dextrin and the like also have a favorable action on the epidermis. However, all these substances possess certain unmistakable disadvantages. For example, dextrin and gelatin contain acid groups. Thus gelatin is decomposed, and even the slightest degree of decomposition will result in the formation of amino acids which are harmful to the skin. On the other hand, both gelatin and dextrin also possess the troublesome property of drying out and forming hard masses (a typical char-

acteristic of adhesives). When this happens while these substances are in the skin, the skin becomes brittle and disagreeable effects are produced. These troublesome properties of dextrin and gelatin are particularly noticeable in shaving, as the hair of the beard, instead of becoming soft and easily cut by the razor as intended, becomes even harder and stiffer than it was originally.

Then again, vegetable mucilages or slimes do not possess in any way the properties and advantageous characteristics of the pectins. Most vegetable slimes or mucilages are soluble in water only with difficulty, and cannot penetrate into the skin texture. The pectins, on the other hand, are very easily soluble in water and have a decided affinity for the skin and therefore penetrate it very easily. The fact that the pectins possess entirely different characteristics than the vegetable slimes and mucilages is indicated in their formation of jellies, that is, colloidal gels (fruit jellies). Vegetable slimes and mucilages do not possess this property at all.

Use in Latherless Creams

The following is an example of the use of the pectins in making latherless shaving creams. Ten parts of the pectin—this proportion may vary either way depending on the desired concentration of the preparation—are dissolved in 89 parts of water. Then one part of an essential oil or perfume is added. After the product has been thoroughly mixed together, it is ready for packing and use. Best results are obtained with this preparation in shaving in the following manner:

The skin is first washed with hot water to remove dust and dirt. Then it is well dried and the pectin preparation is rubbed in. It is allowed to act on the skin for about five minutes; it is washed off again with hot water and the skin is then carefully dried. The beneficial action is at once noticeable. This action is particularly striking just before shaving, for it causes a surprisingly effective softening of the beard. After shaving, the same process is repeated as described above. The face is first washed with hot water and then dried. The roughness of the skin and pain produced by shaving are thereby completely eliminated.

This process and the following on dentifrices have been patented by the Deutsche Pektingesellschaft m.b.H., Frankfurt-am-Main, Germany, in German Patent Nos. 554,084, and 551,888.

Application in Dentifrices

It has also been found that solutions of pectinous substances either in alcohol or water, that is, pectin gels, can be used with advantage in the thickening of dentifrice preparations and mouth washes and the like.

Thus they are advantageously used in the place of multi-basic alcohols, such as glycol and glycerin, in the manufacture of acid toothpastes and mouth washes, and also in the place of gum tragacanth, carraghen moss, agar-agar, gelatin and the like, in the manufacture of neutral preparations. They possess four essential advantages.

In the first place, they are much more stable than gum tragacanth and carraghen moss, and hence they do not generally require the addition of a preservative. In the second place, they are effective emulsifiers of the active essential oils, which are usually compounded in toothpastes and mouth washes. The extremely fine dispersion of the essential oils, which is caused by the use of these pectins, is distinctly advantageous in enhancing the activity of the oils. In the third instance, they can be used with dilute alcohol or they form gels with the same. In the fourth and final instance, they are stable to acids and not precipitated by them, which is distinctly advantageous in the manufacture of the modern acid toothpastes. It should be mentioned that even a partial substitution of pectins for the aforementioned ingredients of toothpastes and mouth washes is effective in many instances.

Products May be Added

Inasmuch as the pectins are decomposed by substances, which react alkaline, such as calcium carbonate, magnesium carbonate, soap and the like, it is essential that only neutral substances, such as silica gel, amorphous silica, titanium dioxide, kieselguhr, aluminum oxide and the like, should be employed as the base in making toothpastes. Various organic acids and inorganic acids, or the acid salts of organic acids may be added to these toothpastes. These substances may include the following: acetic acid, phosphoric acid, lactic acid, citric acid, tartaric acid and potassium acid tartrate. The neutral alkali salts of these acids may also be added as buffers. The concentration of hydrogen ion in the toothpastes in great dilution is not changed thereby and neither is the effectiveness of the toothpaste as such.

Various enzymes, such as pepsin, may also be added to these toothpastes, for these enzymes are active in acid solution.

If toothpastes are desired which produce a lather on use, then, in the place of the usual addition of soap, various saponins or the pure salts of diethylaminoethyleylamide may be employed. The lactate of diethylaminoethyleylamide is particularly suitable.

Hydrogen peroxide or hydrogen peroxide compounds, such as, for example, the condensation product of urea and hydrogen peroxide, or the perborates, may also be worked into these pectin-containing toothpastes. The result is an oxygenated toothpaste, which is stable for a comparatively long period of time.

Inasmuch as the pectins are insoluble in high concentrations of alcohol, it is necessary to use an alcohol of lower concentration than 70 per cent in the preparation of mouth washes. In this case the proportion of pectinous substance in the mouth wash is necessarily limited and must not be any greater than one per cent of the total weight of the product. Mouth washes of

this type are best slightly acidified and under certain conditions they should be preserved with a suitable preservative, such as, for example, the esters of parahydroxybenzoic acid, that is, methyl parahydroxybenzoate or ethyl parahydroxybenzoate. The mouth washes that are manufactured by this process will often separate into layers in the bottle, but this condition is easily overcome by shaking before use. The layers then disappear and do not form again for a long time.

The following are examples of making these products. Thus a slime is formed from one part by weight of gum tragacanth, five parts by weight of pectin, 30 parts by weight of glycerin or glycol and 63 parts by weight of water. Thirty-six parts by weight of this slime are mixed with 37 parts by weight of titanium dioxide, 22 parts by weight of pepsin, four parts by weight of diethylaminoethyleylamide lactate, four parts by weight of glycerin and two parts by weight of an essential oil or perfume. A paste is formed.

Then again 50 parts by weight of the slime, produced as above, are mixed with 20 parts by weight of titanium dioxide, 26 parts by weight of calcium phosphate, two parts by weight of diethylaminoethyleylamide lactate and two parts by weight of an essential oil. A well-lathering paste is thus obtained.

A paste may also be made from six parts by weight of pectin, ten parts by weight of glycerin, 71 parts by weight of water, ten parts by weight of alcohol, two parts by weight of the condensation product of urea with hydrogen peroxide, and one part by weight of citric acid.

Seek Change in Lemon Oil Standard

Requests for change in the definition of lemon oil by lowering the required content of citral from 4 per cent to 2½ per cent were heard by the Food Standards Committee of the U. S. Department of Agriculture and food control chemists from several states. C. P. Wilson, assistant general manager of the California Fruit Growers Exchange, represented California lemon oil interests before the Committee, declaring that the present definition of lemon oil is based on the characteristics of Sicilian lemon oil and shows a higher percentage of citral than occurs naturally in the oil manufactured from California lemons. He contended that since California oil is produced from lemon peel, it is properly classified as "lemon oil," and that the official definition should be changed, bringing the California product within its scope.

A. D. Armstrong, secretary of Fritzsche Brothers, Inc., New York, and Francis T. Dodge, president of Dodge & Olcott Co., New York, discussed the sale of the California product and the reaction of consumers to it, and B. A. Toby, of S. Gumpert Co., Inc., Brooklyn, N. Y., as an actual consumer, discussed this subject. Present also were Charles F. LaWall, of the Philadelphia College of Pharmacy and Science, and George H. Burnett, president of Joseph Burnett Co., manufacturers of flavors, Boston. Ruling on the matter is expected within a few weeks.

Cosmetics at British Industries Fair

By H. Stanley Redgrove, B.Sc., F.I.C.

ONCE again the British Industries Fair has demonstrated the keen interest now being taken in the manufacture of perfumes and cosmetics in Great Britain; although it was regrettable that, at the 1933 Fair, several important British firms were not represented. The Fair was held at London and Birmingham, chemicals, perfumes and cosmetics being housed, along with a diversity of other products, at the Olympia (London) section.

In the chemicals section, a number of raw materials of interest to manufacturers of perfumes and cosmetics were shown. One of the most important stalls was that of *W. J. Rush & Co., Ltd.* In addition to a good range of essential oils, perfume compounds and flavorings, this firm, which has branches in California, New York and Montreal, showed a number of interesting synthetics of British manufacture, including *alpha*-amyl-cinnamic aldehyde, terpineol, methyl salicylate, methyl cinnamate, benzophenone, heliotropin, coumarin, vanillin, etc.

A. Bouke, Roberts & Co., Ltd., had a particularly interesting display of synthetics, isolates, terpeneless oils, etc.

Stearates of aluminium, magnesium and zinc were also shown by this firm and by *Thos. Tyrer & Co., Ltd.* Aluminium stearate, I think, is new to the cosmetic trade. It is said to be useful for thickening brilliantine, and may possibly be found of service in other directions.

Whiffen and Sons, Ltd., represented in Canada by *Lymans, Ltd.*, of Montreal, showed its world-famous sal prunella balls for use in smelling salts, etc., as well as a few English-distilled essential oils.

Albright & Wilson, Ltd., showed grades of di-calcium phosphate and calcium hydroxy-phosphate suitable for use in dentifrices, etc., also pure carbon tetrachloride. The last is of interest to cosmetic manufacturers as a solvent for cholesterol used in the preparation of modern hair tonics.

Thomas Morson & Sons, Ltd. (American agents: *E. Fougera & Co., Inc.*, of New York) exhibited "Osmokaolin."

Solvents for nitro-cellulose are of interest to cosmetic manufacturers in connection with the production of nail varnishes. In addition to diacetone alcohol, ethyl lactate and other well-known solvents, *Howards & Sons, Ltd.*, showed a new product, "Acetal Solvent," described as a mixture of an acetal and alcohol, and having a boiling range (90 per

cent.) of 75 to 85° C. This firm, which is represented in Canada by *Strong Sales Services, Ltd.*, of Toronto, also showed the recently-introduced fixative "Flodia," which is *ortho*-cyclohexyl-cyclohexanol (British Patent No. 383,472).

Pea crystals of sodium carbonate deca-hydrate and crystals of sodium sesqui-carbonate, suitable for the manufacture of bath salts, were shown by *Imperial Chemical Industries, Ltd.*, the exhibit including samples pleasingly tinted with suitable dyes. This firm also showed a new and interesting product, namely, sodium carbonate monohydrate in small crystal agglomerates of very attractive appearance.

With regard to finished perfumes, the recent relaxation of the excise regulations in Great Britain, where the use of industrial methylated spirits (i.e., alcohol denatured by the addition of wood naphtha) is, under certain conditions, now permitted for manufacturing perfumes and other toilet requisites, coupled with a general shortage of money for expenditure on what are still regarded as "luxuries", has led to the production of numerous perfumes and allied products whose outstanding (and, sometimes, only) virtue is their cheapness. Many such products were to be seen at the Fair.

Of more interest were some very nice perfumes made by *T. F. Bristow & Co., Ltd.*, packed in pleasing bottles of modernistic design with sensible stoppers. This firm sticks to S. V. R. The perfumes shown were "Ambre Divin," "Blue Lilac," and "Georgian."

"Devonshire Violet," shown by *Bathes' Perfumery*, is an old favorite, which outside of England has proved very popular in Panama. The appeal of the perfume is heightened by the attractive pottery in which it is packed. The firm also showed smelling salts, bath salts, shaving cream and shaving stick, scented with the same perfume.



E. N. Bromage & Co., a firm specializing in floral perfumes, showed, among other products, "Night," a pleasant composition, recently reintroduced, having an odor reminiscent of that of several night-flowering fragrant plants.

Soap naturally occupied an important position among the exhibits of interest to the perfumery and allied trades, and special mention must be made of the display of *H. Bronnley & Co., Ltd.*, a firm which, for some time, has specialized in the production of high grade "own name" toilet and bath soaps for a number of leading American firms. Among the interesting items shown by this firm were pine soap in small toilet size, "Colossal" bath soap (14 oz. size) in three perfumes (pine, English fern and verbenal), pine bath cubes, bath salts and shampoo powder, a beauty cream ("made with lemon"), and bath salts in a new and attractive packing.

Cussons, Sons & Co., Ltd., also had an interesting display of soaps, including fancy soaps made in the shape of books and various figures. As in past years, a distinctive note was struck by the decoration of this firm's stall with numerous species of orchids. Sculptured soap was a feature of the exhibit of *Charles Midgley, Ltd.*

Forthcoming developments in the packing of face powders, beauty creams, rouges, lipsticks, etc., were foreshadowed by the exhibits of *Corfield Ltd.*, and the *Viscose Development Co.* In addition to numerous types of sifter boxes, the former of these firms showed aluminium lids, sprayed with color, to take the place of the usual covers for cardboard powder boxes, while the latter firm showed a variety of cosmetic containers made of plastic materials in various colors. Except for shaving sticks, moulded containers are not widely used in Great Britain for packing cosmetics, but their increasing employment may be safely prophesied. *Bristow & Co.*, already mentioned, showed face-powders packed in boxes of this type. The use of moulded bottle caps is becoming very general, and examples were shown by several firms.

With regard to powder boxes for handbag or boudoir use, interest continues, especially now, in boxes of large size. *Jarrett, Rainsford and Laughton, Ltd.*, showed some attractive new models.

Toiletries Imports into Greece

Despite efforts made to develop a domestic toilet preparation industry, Greece has for years, up to the placing of import quotas on May 15, 1932, relied on imported lines. Production has been attempted in various types of preparations, but recently it has become limited to eau de cologne, perfumes and toilet soap. Considerable progress has been made in the sale of American toiletries in Greece; American dentifrices and face creams occupy a leading position in the market despite higher prices and American cosmetics and shaving preparations are also popular. Exchange restrictions, currency depreciation, and import quotas, however, have rendered these imports difficult in the past year, with the result that the inward trade in toiletries in 1932 is believed to have dropped 80 per cent. (*Commercial Attache E. L. Rankin, Athens.*)

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

Oils for After the Bath

Olive oil, sometimes condemned because of its peculiar odor is one of the best ingredients for an after bath lotion. Virgin oil is superior to refined oil because it keeps about four times longer. Virgin oil also contains vitamins, sterols, lipoids, proteins, enzymes and chlorophyll. What more could be expected of a cosmetic? Solutions in absolute alcohol, perfumed and tinted are ready for the market. The oil as it occurs in regular trade channels is suitable after tinting and perfuming as an inunction after the bath.

Hydrogenated Oils in Creams

If you are looking for something new and useful in cosmetic cream ingredients, why not try hydrogenated oils? As you know, a hydrogenated oil is a solid vegetable oil, melting at body temperature, and practically odorless. Adding perfume to some of the commercially available kinds makes an excellent skin cream—suitable for light massage—or a tissue cream. Mix the ingredients cold if possible, thus preventing the loss of the minute air bubbles already incorporated in the oil, and producing a fine white cream. Other ingredients, such as lanolin, lecithin, cholesterol, glycerine or water, can be added, preferably mixed in a pony type mixer, then run through a milling machine. A product of this nature is now on the market and enjoys a good sale everywhere.

Another New Emulsifier

A new compound is ethylene diamine, available now in commercial quantities. Just like other organic amines, it is an alkali and capable of combining with long chain saturated aliphatic acids such as palmitic, oleic or stearic. The resulting compounds are useful as emulsifying agents in cosmetics. The technique is similar to that of handling triethanolamine. Its sphere of usefulness is limited as yet, but further exploitation will undoubtedly open new methods and uses.

Use of Synthetic Waxes

Many disconcerting letters reach me relative to the synthetic waxes. In an article on absorption bases (this journal, Dec., 1932) I warned against the use of ordinary tap water. Remarks were made on perfume, as well as other cautions. Apparently insufficient attention has been paid to these cautions. It must be remembered that most of the commercially available synthetic waxes are more or less impure compounds, lacking uniformity in their composition. Some, however, are more or less uniform, and their use results in a cream of good keeping qualities. Some might possibly be used with ordinary tap water, but distilled water is the best. Perfumes that have a reputation for discoloring creams must be avoided.

A. C. S. Spring Meeting

THE American Chemical Society held its annual Spring meeting this year at Washington, D. C. The meeting covered four days from March 27 to 30, inclusive, and was attended by the usual throng of scientists from all parts of the United States and many foreign countries. The society met by sections as is usual. In the division of organic chemistry more than 100 papers were presented. Of these only three were of direct interest to our readers. Abstracts of these are given as follows:

The Synthesis of Pi-Homo-Alpha-Pericyclo-Camphor

by T. Hasselstrom and Marston T. Bogert

Zelinsky obtained by distillation of the barium salt of hexahydroterephthalic acid a ketone which yielded a semicarbazone. The ketone was not obtained in a pure state. It is evidently bicyclo-1,2,2-heptanone-7. True pi-camphors have not been prepared in a pure state. However, they are of importance in the further study of the Meerwein-Wagner rearrangement, namely the conversion of the camphene type of true camphors to the camphor type.

In a previous communication, one of the authors of this paper has presented the evidence for the structure of teresantallic acid. Furthermore the complete synthesis of dihydroteresantallic acid was reported.

The present investigation deals with the synthesis of pi-camphors from teresantallic acid derivatives. Teresantalal yields with methyl magnesium iodide pi-homo-borneol which, by further oxidation with chromium trioxide, produces a true camphor of the new type, pi-homo-alpha-pericyclo-camphor.

A New Camphor Synthesis

by John J. Ritter

Camphor syntheses from alpha-pinene have been exhaustively studied in the past because of the economic significance of camphor. Only one practical method has survived,—that is, the well-known synthesis through bornyl chloride, camphene, isobornyl ester, and isoborneol.

The synthesis to be described in this report passes successively through the following stages: bornyl chloride, iso-bornyl aniline, and camphor-anil. The latter is obtained by dehydrogenation of iso-bornyl aniline, and is rapidly and completely hydrolysed yielding aniline and camphor of exceptional purity. The reactions involved will be discussed, as well as the results of collateral investigations on the behaviour of iso-bornyl aniline toward metal catalysts and various oxidizing agents.

Metallic Glutamates

by M. L. Crossley, A. Ticknor and E. H. Northey

The mono-aminodicarboxylic acids, such as glutamic acid, are capable of forming different types of metallic derivatives and salts, in which both the carboxyl and amino groups may be involved. The hydrogen of both carboxyl groups in glutamic acid may be replaced in certain instances by metal and the corresponding metallic derivatives obtained. It would appear from

the available evidence that the hydrogen of the carboxyl group adjacent to the amino group is less readily replaced by a metallic ion than that of the other carboxyl group. While the alkali metal mono basic salts of glutamic acid form readily, the di-basic salts appear to be formed with difficulty. Mono sodium and potassium glutamates are formed readily when glutamic acid is neutralized by the corresponding hydroxides or carbonates. The disodium and dipotassium glutamates appear not to have been obtained by the same method.

We have found in the course of our investigations on hematopoietic agents that the mono sodium salt of glutamic acid will react with carbonates of dibasic metals and form the corresponding dimetallic derivatives of glutamic acid. All of these are soluble. By this means we have made soluble sodium mercury glutamate, sodium copper glutamate, and a number of other similar complexes. We have also produced a stable form of ferrous glutamate. The magnesium, manganese, and cobalt glutamates and the corresponding sodium magnesium, sodium manganese, and sodium cobalt compounds have also been produced. It is believed that the amino group aids in the introduction of the second metal in the glutamic acid molecule.

The iron, copper, cobalt, magnesium and manganese glutamates have been tested on anemic animals, and it has been shown that the iron glutamates are effective; that copper glutamates enhance the rate of hemoglobin building, and that cobalt glutamates will accelerate the action of iron and copper compounds. Neither copper nor cobalt glutamate alone is effective. While it has been surmised for over fifty years that iron and copper are essential to the normal functions of the blood and to the health of man, the true significance of these metals in the normal living processes of the human body has only been fully realized within recent years. It appears that iron is the rouge needed for the bloom of the red blood cells and copper appears to hold the key to the cellular store houses holding the iron and without this key the blood has no power to obtain the iron from storage.

Foragers Take Permanent Quarters

The Foragers, an organization of salesmen and executives in the soap and toilet preparations industry, have secured permanent quarters in the Herald Square hotel, New York, where two large rooms have been redecorated for the special use of the organization. For about a year guests of the Foragers have been meeting at the Herald Square for regular weekly luncheons, and recently a number of the members have been holding daily meetings.

In the future the club rooms, Nos. 257 and 258 in the hotel, will be open for luncheon each day, and a representative group of salesmen and executives in the industry will gather there.

'Board for Reno!

"Another case he cited was tracing the cause of a woman's hay-fever directly to the dandruff in the hair of a neighbor's husband."—*Standard Remedies*.

Drug Law Changes Not Imminent

Reports of Pending Action to Broaden Scope and Include Advertising Are Premature

by C. W. B. Hurd

WASHINGTON, April 12.—Long-discussed proposals for strengthening the Food and Drugs Act with the object of drawing tighter lines about advertising have been discussed here recently, and have reportedly figured in at least one White House conference. However, at this date, information from the most reliable quarters is to the effect that such legislative changes are not on the agenda for the special session of Congress now in progress. As a matter of fact, the official interest lately shown in this work is credited in informed circles to the dissemination of reports through unofficial sources that such legislation is a matter of imminent action.

No "Draft" Prepared

One such report broadcast through trade channels stated that a draft of the new legislation has been prepared, but this report was not substantiated by officials who would have prepared such a draft. In fact, the Drug Trade Conference met in Washington on April 10 to study the "draft," only to discover that there was no such thing.

President Roosevelt long has been known to exhibit a lively interest in the reforms anticipated, and Walter G. Campbell, director of regulatory work of the Department of Agriculture, has given detailed study to possible changes. The coming into office of Mr. Roosevelt has been taken as definite assurance that the Food and Drugs Act would be amended.

The proposed changes in the act center around strengthening its provisions to make publications and the radio as well as advertising agents equally liable with manufacturers for misrepresentation in advertising. At the same time it is stressed that "censorship" of advertising is not contemplated.

Studies Being Made

Rexford Guy Tugwell, Assistant Secretary of Agriculture, has confirmed the fact that studies are being made in the hope of being able to write acceptable legislation of this type without imposing undue restrictions on advertising mediums.

Senator Copeland, at the last session of Congress, introduced a bill designed to change the present set-up but that measure was opposed in its details by Mr. Campbell, although the latter agreed with Senator Copeland in the spirit of what Senator Copeland sought to accomplish. Mr. Campbell's chief complaint about the Copeland bill was that its provisions were too loosely drawn.

Question of Curative Value

The proposed legislation was compared by one official with "blue sky" legislation designed to protect the public against advertising of fraudulent stock.

This effort would be directed against pseudo-medical preparations concerning which it might be proven that they had no curative value—products now frequently exposed by the Federal Trade Commission but of a class against which the Trade Commission finds it extremely difficult to build a legal case.

As reported in informed quarters, the proposed legislation would not impose limitations in advance upon advertising, but would provide for prosecution both of the advertiser and the sponsor of the advertising medium on complaint of fraudulent advertising.

There would, however, be a protective device for publications established concurrently with operation of the bill through provision that, on payment of a small fee, a publisher could ascertain through the official sources of the Department of Agriculture the truth of the claims of his prospective advertiser.

Might Broaden Powers

It is considered very possible, as well, that the proposed legislation would broaden the power of the Food and Drug Administration in the Department of Agriculture, giving it a more active supervision over food products shipped in interstate commerce than is now possible through the necessarily limited examination of finished products in its laboratories.

How far those supervisory powers might be extended cannot be anticipated. Neither can there be anticipation with any certainty of any of the details of the proposed legislation.

The whole topic is one that has been given comparatively little thought by those who must sponsor it during the hectic period of relief legislation, and even that presumably would not have been directed at the subject had not the unofficial reports already broadcast been disseminated.

Dr. H. C. Sherman Wins Chemistry Medal

Dr. H. C. Sherman, head of the department of chemistry at Columbia University, New York, has been awarded the medal of the American Institute of Chemists which is presented annually for outstanding service to chemistry in the United States. The medal will be presented on May 20 at the annual meeting of the Institute in New York.

Always Finds Time Shirley Perfume Co.

We wish to take this opportunity of telling you just how much we actually need THE AMERICAN PERFUMER magazine. There are always interesting items that we enjoy reading, and we always find time to read THE AMERICAN PERFUMER every month no matter how busy we are.

TRADE NOTES



Marinello Moves Factory to Hoboken

Factories of the Marinello Co. and its affiliates, Inecto, Inc., and Zotos Corp., are being moved to Hoboken, N. J., and are expected to be in operation there May 1, according to recent advices from the company. The entire twelfth floor in Building F of the Hoboken Terminal Buildings, located at 15th street and Bloomfield avenue, Hoboken, has been leased and will house the manufacturing operations of the companies which formerly were carried on at 72 Fifth avenue, New York.

Executive offices and laboratory of the Marinello Co. have been transferred to 33 West 46th street, New York, where offices of Inecto, Inc., and Zotos Corp. have been located for some time. At this address also will be the Marinello shop, formerly located at the Fifth avenue address, the Marinello School of Beauty and the Notox Institute and salon.

Dock Heads M. Werk Co.

The M. Werk Co., soap manufacturers, Cincinnati, O., has elected the following directors: Howard Dock, Joseph Sagmeister, William W. Oskamp, Albert G. Schwartz and Louis Werk. Directors at their reorganization meeting elected Mr. Dock as president, succeeding Edward C. Price, who has retired from the company. Mr. Dock has been with the company for many years and formerly was vice-president. Albert G. Schwartz was chosen vice-president, while Louis Werk was re-elected secretary-treasurer.

Jergens Expands in California

The Andrew Jergens Co., of California, subsidiary of the Cincinnati house of the same name, has advised us that more than \$25,000 is being spent for the improvement and modernization of its plant at Burbank, Calif. New soap mills and plodders have been installed and a new 200 H. P. power plant with a 150 kilowatt generator of the latest type is being completed. The company is finding business improved, especially on new items which include the Woodbury lipstick and rouge, recently added to the line.

United Drug Elects New Directors

The election of four new members to the board of directors has been announced by the United Drug Co., Boston. They are: W. E. Weiss, general manager of Sterling Products, Inc.; Henry Bristol, of Bristol-Myers Co.; Smith Richardson, president of the Vick Chemical Co., and E. J. Griffing, vice-president in charge of sales who replaces Dan M. Chambers.

New Watkins Vice-Presidents

D. C. Alexander and R. C. Boalt have been elected vice-presidents of the J. R. Watkins Co., Winona, Minn. Mr. Alexander was formerly assistant treasurer, and Mr. Boalt was secretary.

Little, New Colgate Vice-President

E. H. Little has been elected vice-president of Colgate-Palmolive-Peet Co., Chicago, in charge of sales and advertising in both foreign and domestic fields. Mr. Little has been associated with the company in various capacities for more than 25 years and had



E. H. LITTLE

worked for both Colgate & Co. and the Palmolive Co. before they were merged in the present organization. He began his business career with Colgate & Co. in his native city, Charlotte, N. C., and after being with the company for eight years, during which time he had been made Southern district manager with headquarters in Memphis, Tenn., he was compelled to move to Denver for his health. Here in 1914 he

became associated with the Palmolive Co., in charge of sales in Denver and all of the West including California. He established an office in Los Angeles and made an outstanding success of his work there.

In 1919 he was brought to New York and put in charge in the East, and in January, 1925, was transferred to the home office in Chicago where in 1926 he was made foreign manager opening up the company's business throughout Europe and South America. In 1928 Mr. Little's old house, Colgate & Co., was merged with Palmolive in the present corporation, and he continued as foreign manager for the new company. His elevation to the vice-presidency in charge of sales and advertising is a fitting culmination of his active and successful sales career.

Allen Represents Colgate

P. H. Allen has been appointed manager of the toilet articles division of Colgate-Palmolive-Peet Co. in the Columbus, Ohio, territory. Mr. Allen has been with the company some time, and is well known in Mid-Western drug circles.

Spitalny Finds Europe "Marking Time"

Fred Spitalny, president of Volupté, Inc., New York, who returned recently from a seven weeks' stay in Europe, said he found business lagging on the Continent with the majority of business men marking time and waiting for the United States to assume the leadership toward recovery. No visible effort toward routing the depression is being made abroad, he said. Europeans appear content to wait until the United States lays out the path to recovery, and then they will follow it.

Mr. Spitalny's trip was of combined business and pleasure. He visited the fashion centers in France, Germany, Czechoslovakia and Austria on the lookout for new ideas for "Volupté" compacts and atomizers. For the most part he was unsuccessful in his quest, for he said he found European styles in these lines far behind the American. The popular flapjack compact which was introduced here two years ago is only now making its first appearance abroad, he declared. He said he did make some arrangements during his trip for procuring certain "raw materials" for the introduction of new items here in the Fall.



FRED SPITALNY

New Company in New Orleans

The New Orleans Chemical Co., Inc., has just started manufacturing at 635 Decatur street, New Orleans. Among its products are "Sacco" brand shaving cream and several insecticides. Officers of the company are H. T. Underwood, president; Elmore G. Dufour, vice-president; and Mrs. Alice Murphy, secretary-treasurer.

Yardley Takes New Offices

Yardley & Co., Ltd., New York, has leased space for offices and showrooms on the ground floor and second floor of the British Empire Building on the Fifth avenue side of the new Rockefeller Center. The contract runs for ten years from June 1, and the company will occupy the new quarters about that date.

La Prella an Extensive Traveller

Thomas La Prella, sales manager of D'Orsay Perfumeries Corp., New York, spent a great part of the month of April contacting accounts in the Eastern half of the United States. During the first two weeks of the month he visited the leading cities in the Mid-West, including Chicago and St. Louis, and then went South where he called on accounts in North and South Carolina. After returning to the New York office for a few days, he went to Boston for a short stay. Mr. La Prella was scheduled to go South again, this time to Atlanta, Ga., the last week of April, and plans to leave for an extended trip to the West Coast early next month.

Quinn No Longer with Pinaud

As we go to press we learn that John J. Quinn, who has been vice-president of Pinaud, Inc., New York, for the last five years, has severed his connection with the house owing to a change in its policies. Jacques Heilbronn, son-in-law of Henri Klotz, one of the two sole owners of the Paris house of Pinaud, has been elected president, succeeding Georges Klotz. Marcel Michelin, purchasing agent, is now vice-president; George Panopulo continuing as treasurer and Bernard Knollenberg as secretary. Mr. Quinn has not yet announced plans for his future activities in the toilet preparations field. Mr. Heilbronn will make his headquarters in Paris but will make frequent trips to this country and keep in close touch with American operations.

Zenith Perfume to Rebuild

After weathering depression, bank holidays and other difficulties of these troublous times, the Zenith Perfume Co., Long Beach, Calif., was hit by the recent earthquake with the result shown in the accompanying picture. H. Clemens Smith, president of the company, writes that he was in the laboratory at the rear of the building when the temblor was felt, and being "rooted to the spot and not able to try to escape from the building" probably saved his life.

Mr. Smith wrote on March 20 that he was still living in a tent waiting for inspection of his home and factory. He continues:

"But even with all this, consolation comes to us. Many of the wholesalers with whom we have had dealings in the past have notified us that our 'credit is good' for all we wish to buy until such a time as we can pay. Another inquired if we were in need of any cash, stating that it would be forthcoming. We never dreamed we had such friends among our trades



people, and it is surely appreciated. However, we are fortunate in not needing financial assistance, and as soon as we can gather up the tangled ends, the Zenith Perfume Co. will still be in the directory somewhere in California."

We compliment Mr. Smith and his company upon the fortitude with which they have met this disaster and point out his example to some of our readers who may be wavering under blows not nearly as hard as the California earthquake.

Cincinnati Soap Modernizes Plant

The Cincinnati Soap Co., Cincinnati and Dayton, O., has just completed an extensive program of improvement and modernization in its Dayton plant which is now completely equipped for economical and efficient operation. The object of the improvements has been to install a system of mechanical handling of the product as nearly complete as is possible. The rearrangement and addition of machinery has so nearly accomplished this that the soap chips are now carried direct from dryer to bin, from there to overhead scales, up into amalgamators to amalgamate perfume and color with the chips, which are then automatically dumped into quadruple tandem mills from which the soap flows automatically to plodding machines, thence into the cutting and pressing machines.

The company has also added materially to its kettle capacity and through the installation of additional boilers and construction of a new engine room and power house, capacity has been practically doubled.

New Quarters for Duval

Compagnie Duval, for many years located at 32 Cliff street, will move on May 1 to new and larger quarters at 123-125 East 24th street, New York City, where the company will be in a better position to serve its many customers.

Soap Company Wins Prize

At the carnival held in Mexico City February 26, 27 and 28, a parade of floats of manufacturing houses was featured, Perfumeria Imperial, Manufacturera de Perfumes y Jabones, S. A., of Mexico City, winning first prize with the attractive float shown in the accompanying picture. The float represents a huge cake of soap on which is imprinted the words "Jardines de



California," the trade mark for the soap manufactured by the company. This manufacturer is well known in the United States, purchasing many of its perfume materials from local houses.

Philipp Brothers, Inc., Moves

Philipp Brothers, Inc., importers of chemicals, has moved into larger quarters in the Cities Service Building at 60 Wall Street, New York. The company formerly was located at 233 Broadway.

Sayman Alters Merchandising Policy

After having been incapacitated for several months because of severe injuries suffered in an automobile accident prior to the Christmas holidays, Dr. T. M. Sayman, president and founder of the T. M. Sayman Products Co., St. Louis, has returned to active work



DR. T. M. SAYMAN

once more in his executive offices. Dr. Sayman, in spite of his 89 years, has the vitality and strength of a young man and, having ever been one to realize the value of constant plugging away, he is very happy to get back into the harness again.

After retailing "Vegetable Wonder" soap for many years at 10 cents a bar and three bars in a package for 25 cents, the company has introduced a new package called the "Family Package," a distinct innovation with the firm. Although the Sayman company has not given full impetus to the new package, its reception has been so good that company executives are expecting it to move up into their "best seller" class.

Incidentally, the advent of the "Family Package" marks the first serious move by the company to market Sayman products through retail stores. For years the company has sold its preparations through agents who contacted the housewife, and has been able to build up a business that grew throughout the years with the addition of many new and popular items.

The "Vegetable Wonder" soap was one of the first items of the now extensive line, and through the years it has held its own in a highly competitive field. The "Family Package" will find popular appeal with many old friends who have used the Company's products for years.

Dr. Sayman has again added to the real estate holdings in the vicinity of his plant and offices at 2117 Franklin avenue, St. Louis. He now owns the entire north side of the 2100 block on Franklin avenue with the exception of one 25-foot parcel. No immediate plans for the use of the additional 25 feet purchased last month have been made.

Birth of Robert Fowler Lynch

Mrs. Frank J. Lynch announces the birth of her son, Robert Fowler Lynch, on March 17. Mr. Lynch, formerly president of the Sun Tube Corp., Hillside, N. J., and for the last two years chairman of the Entertainment Committee of the Associated Manufacturers of Toilet Articles, was killed in an airplane crash last December.

Pinaud-Aisen Contract Terminated

We are advised that the arrangement which has existed between Pinaud, Inc., New York, and Dr. Maurice Aisen, chemist and consultant, has been terminated by mutual consent, and that Dr. Aisen is no longer associated with Pinaud, Inc., in any capacity.

Ross Writes on Associations

"Business statesman" seems a strange expression to use in this time of difficulties for so many banks and businesses, but F. J. Ross, of Fuller & Smith & Ross, New York, advertising agents for the American Can Co., amply justifies it in his book on business associations and their functions. The book answers pertinently 29 fundamental questions about business associations and demonstrates conclusively the need of business statesmanship in forming such associations in this era of competition among industries. In answer to the question whether there is room for business statesmanship amid competitive antagonisms, the author writes:

"Until an industry in its committee and convention work reaches the conception that competitors, however keen, have extremely important common interests—that a healthy state of their common interests is indispensable to constructive competition—that destructive competition is an invariable reflection on business statesmanship—that there is more actual profit to accrue from the money invested in promoting the common cause than from an equal amount spent in destructive competition—it is not ready to start."

Decrying suspicion of all sorts in such an organization, he writes:

"A man who thinks only competitively cannot be a helpful subscriber nor a helpful member of a committee which is to work cooperatively for a common cause . . . This kind of thinking belongs to business politics but does not belong to the business statesmanship necessary to successful associative endeavor."

The present need for such organizations is pointed out in the introduction to this book by Hugh E. Agnew, Chairman of the Department of Marketing of the School of Commerce, Accounts and Finance of New York University. He also points out that co-operation within industries is being fostered by the Federal Government so that the fear of the interference of courts with legitimate promotional activities is no longer a factor, but the author of the book gets at the meat of the matter in his foreword.

He lays down as the principles of the preparation for a campaign recognition by competitors within an industry of their common cause, the need for harmony, the need for increased consumption of the services or products of the industry, the need for initiative within the industry, the need for utilizing the brains of its own best leaders, the need for adopting a sound policy and a system of financing generally satisfactory to its members, the need not to let competitive impulses stifle cooperative impulses of far greater value, the advisability of including in the organization on a fair basis those who produce the major materials from which the commodity is manufactured and also related industries, and finally the need of a true and sustained policy.



F. J. Ross

The rest of the book contains a wealth of detail on campaign procedure. It recommends the setting up of a campaign headquarters and staff to attend to matters pertaining to traffic, legislation, raw materials, manufacturing standards, trade practices, credit, statistics and conventions, and faces boldly the vexed question whether the organization should employ a publicity counsel as well as an advertising agency.

"Some Fundamentals of Association Advertising Procedure" is the title of the book which is published by Fuller & Smith & Ross, Inc., New York, Cleveland, San Francisco.

Parento Moves New York Offices

Compagnie Parento, Inc., has moved its New York offices to larger space on the sixth floor of the building at 507 Fifth avenue. There is no change in the street address or telephone number.

Represents Houbigant in Texas

Miss Mildred Culbreath, of Dallas, has been appointed to represent Houbigant, Inc., New York in Texas territory. Pierre Harang, assistant sales manager, made the appointment on a recent trip to Dallas.

Striking Display of Guerlain Perfume

A happy departure from the usual type of window display is shown in the accompanying photograph of a recent window in the Bonwit Teller department store, New York City. Featured is the handsomely packaged "Vol de Nuit" perfume, the latest creation of Guerlain, Inc., Paris and New York. Translated into English, "Vol de Nuit" is "Night Flight". This name was inspired by a popular French novel by that title, a romance of the night air mail flyers of France. As may



be seen in the photograph, the graphic representation of an airplane flying at night not only is a splendid tie-up with the perfume display, but also gives the window an unusually striking effect.

Youthmist Co. Formed in New York

The Youthmist Co. has been organized in New York City to market a line of cosmetics under the trade name "Youthmist." Offices have been leased at 33 West 34th street, that city, and plans are under way to open a branch in Chicago. L. W. Groves, who has been associated with the toilet preparations industry for a number of years, chiefly in the Middle West where he was connected with Princess Pat, Ltd., Chicago; Dorothy Perkins, St. Louis, and Jean Noel, Memphis, Tenn., is general manager. T. E. Duffy, New York make-up artist who for several years was chief demonstrator for Condé, will supervise the department of demonstrations.

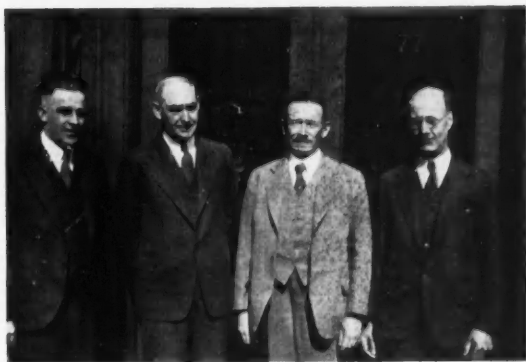
The company will market a complete liquid skin treatment line, together with a popularly priced line of cosmetics. Distribution will be through department stores where a novel means of demonstration will be introduced. Instead of the usual women demonstrators, men will be employed. It is planned to have them actually demonstrate, for each will have a woman assistant whom he will make-up before prospective customers.

Laird Advanced by Western

Kenneth Laird, for the last several years advertising manager of the Western Co., Chicago, manufacturer of "Dr. West's" toothbrushes and tooth paste, has been elected vice-president of the company in charge of advertising.

Watermeyer Back from Toronto

F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York, has returned from a visit to the Toronto branch. He conferred there with George L. Ringel, vice-president, who is in charge of Canadian operations, and with the company's representatives in Toronto, L. W. Speck, and A. Herridge. He also



L. W. SPECK, GEO. L. RINGEL, F. E. WATERMEYER,
AND A. HERRIDGE

attended the luncheon meeting of the Canadian Perfumers and Manufacturers of Toilet Articles Association on April 10.

The accompanying photograph shows Mr. Watermeyer and his Canadian staff at the Toronto office of Fritzsche Brothers, Inc.

Pillet Heads duPont Department

Alphonse Pillet has been appointed sales manager for perfume aromatic chemicals in the organic chemical division of E. I. duPont de Nemours & Co., with headquarters at the main office in Wilmington, Del. He has been connected with the duPont interests since the



ALPHONSE PILLET

Newport Chemical Works was taken over in 1931, and prior to that was associated with the Rhodia Chemical Co. as perfume chemist and later as salesman, joining Newport when Rhodia was acquired by that company in 1929.

Mr. Pillet is a graduate of the University of Geneva, 1917, and for several years was engaged in perfume and soap manufacture in Switzerland, coming here in 1923 and joining Rhodia Chemical Co. soon after his

arrival. He is well acquainted with the line, both from a technical and sales standpoint, and also is well known throughout the trade. His education and experience, and especially his technical knowledge of the manufacture of finished soaps and toilet preparations, should be of great value to those whom he contacts in the interests of the duPont line.

Mr. Pillet has advised us that branch offices of his division will be operated in New York City at 61 Thomas street, and in Chicago at 7 South Dearborn street.

de Markoff Increases Space

Alexandra de Markoff, Inc., has expanded its activities to an entire floor in the building at 1 East 53rd street, New York. The additional manufacturing and office space was made necessary by the company's growing business. Previously it occupied a half floor at that address.

Two new sales representatives have been added to the company's staff. Frank D. King is covering West Coast territory while Ralph McR. King has been made Eastern representative.

Muller Here for Annual Visit

Eugene Muller, of J. Mero & Boyveau, Grasse, France, arrived on the *Champlain* April 20 for his annual visit of several weeks to the American trade. Mr. Muller will make his headquarters with Dodge & Olcott Co., New York, American Representatives of his house, and will visit the trade not only in the metropolitan territory but also in other parts of the country.

Stambler Organizes as Wholesaler

Stambler Beauty Products Co. has been organized with offices in Jamaica, Long Island, to distribute cosmetics and other products to the beauty parlor trade. Bernard J. Stambler is president, and Julius Stambler is secretary.

Lever Head on Brief Visit Here

F. D'Arcy Cooper, chairman of the board of Lever Brothers, Ltd., London, sailed on March 24 for home after a visit of ten days in America, during which he conferred with officials of Lever Brothers, Ltd., Cambridge, Mass.

Mr. Cooper reported that sales of his company in the United States had increased considerably last year and that the present advertising campaign had brought about this result.

Firmenich Sails for Home

André Firmenich, of M. Naef & Co., Geneva, Switzerland, leading manufacturer of synthetic aromatic chemicals and perfume specialties, sailed for home on the *Aquitania* April 5 following a visit of six weeks with his firm's American representatives, Ungerer & Co., New York.

Mr. Firmenich visited the Ungerer customers in the leading cities of the East and Middle West, principally Boston, Philadelphia, Cincinnati, St. Louis, Chicago, Detroit and Toronto, in addition to calling on the trade in the Metropolitan district. He was accompanied on his trips by Rupert C. Watson, who in the future, will devote most of his time to selling and further developing the Naef products in this country for Ungerer & Co., in conjunction with their various sales representatives.

Mr. Firmenich's comments on conditions in this country are interesting as he was visiting the trade during the period of the change in the National administration early last month and also while business was in the throes of the National banking "holiday." While conceding that conditions here, in so far as business itself is concerned, are not any better than in Europe, Mr. Firmenich was impressed particularly by the general feeling of real optimism prevailing and the wholehearted praise expressed in all quarters,



R. C. WATSON, ANDRÉ FIRMENICH, F. H. UNGERER AND KENNETH G. VOORHEES

without regard to political affiliations, of the policies instituted by the present Federal administration. He believes that this feeling so overshadowed the less optimistic occurrences of the same period that it should soon crystallize in the form of renewed confidence, and the subsequent gradual restoration of better buying conditions in the toilet preparation industry particularly.

Dr. Fourman, Parento Chief Chemist

Compagnie Parento, Inc., Croton-on-Hudson and New York, has advised us of the appointment of Dr. Victor G. Fourman as chief chemist. Dr. Fourman will be located at the company's laboratories in Croton.

He received the degree of B.Sc. from the College of the City of New York in 1921 where he was the holder of a State Scholarship. Following graduation, he was employed as chemist by the Dermatological Research Laboratories in Philadelphia, a division of the Abbott Laboratories. Here he worked as assistant to Dr. George W. Raiziss, director of the Philadelphia laboratory. Continuing his research work, he was awarded the degree of Master of Arts by Columbia University, and he also took his Ph. D. degree at Columbia under Col. Marston T. Bogert, professor of organic chemistry. Dr. Fourman was awarded a fellowship at Columbia by the Associated Manufacturers of Toilet Articles. His work was along the lines of perfume materials, the subject of his dissertation being "Catalytic Dehydration of Ionone and Related Compounds." He has also investigated a number of other synthetics including citral, citronellal, cycloital and hydroxycitronellal.

Dr. Fourman spent a year in Europe visiting the universities and laboratories in France and Germany. He is a member of the American Chemical Society and of the Kappa Chapter of Sigma Xi.

Matchabelli Appoints Advertising Manager

Prince Matchabelli Perfumery, Inc., New York, has announced the appointment of Alexander Tarsaidze as sales promotion and advertising manager. Mr. Tarsaidze, a nephew of Prince Georges Matchabelli, president of the company, was formerly executive buyer in the jewelry department of R. H. Macy & Co., joining that company in 1923. Later he held a similar position in the Saks Fifth Avenue department store. Prior to coming to this country he was connected with the buying office of the American Relief Association with headquarters in Istanbul.

Sonneborn Director of Oil Trades

Rudolf G. Sonneborn, secretary and director of L. Sonneborn Sons, Inc., New York, has been elected a director of the Oil Trades Association of New York. The primary purpose of the association is to develop friendly intercourse among the members and to promote a spirit of cooperation among various branches of the oil industry. The success of the work of the association under the administration of president Albert J. Squier is shown by the fact that throughout the depression the membership has been maintained intact and that attendance at the meetings has usually been 100 per cent.

Franks Organizes New Company

J. Franks Manufacturing Co. has been organized by Joseph Franks with headquarters at 1725-9 St. Marks avenue, Brooklyn, N. Y., to specialize in the manufacture of machine and hand-made fine paper boxes. The company is a reorganization of the Du-Frank Corp. which was located for the last eight years in Atlantic avenue, Brooklyn. New equipment has been installed to enable the company to manufacture the type of boxes demanded by present conditions.

Mr. Franks is well known in the paper box and toilet preparations trades with which he has been associated for over 20 years. His friends will be gratified to learn that he has been discharged from St. John's Hospital where he spent two months following a serious motor accident and is well on the road to complete recovery.



JOSEPH FRANKS

DeLamar to Represent Chiris

Antoine Chiris Co., New York, has advised us that J. H. DeLamar has been appointed Chicago representative. Mr. DeLamar will make his headquarters at 219 East Illinois street. He is thoroughly familiar with the trade and the line and well equipped to handle the duties of his new position. W. W. De Frees, vice-president of the company, who has been in charge of operations in the Chicago office, will be located in New York in the future. He will, however, maintain his contacts with the clientele in the Middle West and will be a frequent visitor to the trade in that section of the country where he is exceptionally well known.

McKesson & Robbins Re-Elects Officers

At the annual meeting of stockholders of McKesson & Robbins, Inc., all retiring directors scheduled for re-election were elected to serve for the ensuing year, the number of directors having been reduced from twenty-seven to twenty-five. At the organization meeting which followed the stockholders' meeting, F. Donald Coster was re-elected president.

Bush Mitcham Plant Damaged

A severe explosion took place on March 30 at the Mitcham, England, distillery of W. J. Bush & Co., Ltd., unfortunately three company employees being injured. Mitcham, located in the county of Surrey to the south of London, is famous as a center for English lavender.

The chief plant and offices of W. J. Bush & Co., Ltd., are at Ash Grove, Hackney, London, British branch plants being located at Mitcham, Surrey and Widnes, Lancashire. We understand no interruption in the company's services has been occasioned by the unfortunate occurrence.

Continental's New Motor Oil Can

Substitution of bootleg oil for the widely advertised brands of high grade motor oil will, it is expected, be eliminated by a new method of distributing and dispensing just developed by Continental Can Co., Inc., according to Thad. G. Searle, general manager of sales for the company. The method involves packing the oil at the refinery in sealed, non-refillable, tamper-proof tin cans, filled and closed in exactly the same manner as those used for food products. The oil is put into the customer's automobile by the use of a dispensing funnel, into which a sealed can of oil is placed and which has a device to cut the can open. Cans so opened cannot be used again an advantage in preventing bootleg operations.

de Hoyos Back from Southern Trip

Luis de Hoyos, manager and secretary of Synfleur Scientific Laboratories, Inc., Monticello, N. Y., recently returned from a trip through the South made with Synfleur's Southern representative, Dr. Warren M. Curry, whose headquarters are at Atlanta, Ga.

Mr. de Hoyos, who appears in the columns of the New York papers frequently through his political activities, besides being vice-commander of the American Legion in the State of New York, visits the Southern trade at least once a year. He reports an unquestionable upturn in manufacturing activity in that section.

The Synfleur Scientific Laboratories, Inc., which has been a manufacturer of aromatic chemicals, flower oils, and flavoring materials for more than 44 years, is deviating somewhat from its method of doing business exclusively by mail and is now represented in a number of important manufacturing centers, not only in this country but abroad.

Mr. de Hoyos is a son-in-law of the internationally



LUIS DE HOYOS AND ALOIS VON ISAKOVICS

known scientist, Dr. Alois von Isakovics, founder of the business, who died several years ago. The Synfleur Scientific Laboratories is now being operated by Alois von Isakovics, son of the founder, whose chapter on "Modern Aromatic Materials" was recently published by the company and Mr. de Hoyos. The latter is also planning a trip to Central and South America in the near future.

Death of Thomas O'Kelly

Thomas O'Kelly, retired manager of the proprietaries manufacturing department of I. L. Lyons & Co., Ltd., and a veteran of nearly fifty years of service with the company, died early in April at his home in New Orleans. He was 88 years of age.

Mr. O'Kelly was born and reared on a plantation near Port Gibson, Miss. At the beginning of the Civil War he ran away from Spring Hill College, Mobile, to join the Confederate army. He was later a leader in Reconstruction activities. Affiliated with the Lyons organization for many years, he was in charge of the manufacture of the company's own line of proprietary goods until his retirement about five years ago.

He leaves his widow, Mrs. Delia Dwyer O'Kelly, one son, William D. O'Kelly, and two daughters, all of New Orleans.

Samuel W. Eckman Is Dead

Samuel Whitley Eckman, former president of B. T. Babbitt, Inc., manufacturer of cleansing preparations and soaps, New York, died March 25 at his home in Forest Hills, N. Y., after a long illness. He was fifty-three years old.

Mr. Eckman joined the Babbitt company in 1906. In 1911 he became export manager, and two years later sales manager. He resigned in 1916 to become president of a similar concern, S. Mendleson's Sons, of Albany, which in 1919 bought the Babbitt company and combined the two under the name B. T. Babbitt, Inc., with Mr. Eckman as president. He resigned in 1922 to enter the real estate business in Forest Hills.

He leaves his widow, Mrs. Ann W. Eckman; two sons, Murray and John, and two daughters, the Misses Alice and Grace Eckman.

Death of Frank W. Armstrong

Frank Woodin Armstrong, 63, American Can Co. official, died March 30 at his home in Roselle Park, N. J., following a long illness. He was born in Easton, Pa., April 1, 1870, and was graduated in 1890 from Lafayette College, where he was a member of Delta Kappa Epsilon fraternity.

He practised law in Easton until 1901, when the American Can Co. was organized. For more than 20 years, up to his retirement on May 1, 1932, he was manager of the adjustment department of that company.

He leaves his widow and three sons, one of whom is Second Lieut. Donald K. Armstrong, 16th U. S. Infantry, stationed at Fort Jay, N. Y.

Death of Walter D. Peck

Walter D. Peck, secretary and treasurer of the Los Angeles, Calif., Barber & Beauty Supply Co., died suddenly in New York City, March 22. He had been attending the convention of the International Beauty Shop Owners in New York, and was seated in a restaurant with a party of friends when he collapsed. Death was attributed to heart attack. He was fifty years old. Prior to joining the Los Angeles company, Mr. Peck had been associated with the Theodore H. Cox Co. in Chicago.

U. S. I. Expands Advertising Work

During the current period when most industrial advertisers are curtailing space in trade journals, the U. S. Industrial Alcohol Co., New York, releases with this issue of *THE AMERICAN PERFUMER*, the largest single advertisement ever run in the history of the company in class magazines.

This colorful six-page insert, entitled "Serving the Leaders," features the latest style packages of the leading manufacturers in the perfume, cosmetic, drug and allied industries. The manufacturers of the products shown purchase part or all of their alcohol requirements from the U.S.I. These packages, which number more than 200, are reproduced in a specially posed photograph and are superimposed by an outline of the United States, showing the locations of the 24 U.S.I. offices and plants.

Climaxing the current advertising schedule, this six-page insert, which occupies a prominent position in this issue, will be made into a mailing piece for circularization throughout the industries referred to. This significant advertisement exemplifies the faith which the U. S. Industrial Alcohol Co. places in the value of advertising and the benefits to be accrued by aggressive merchandising methods, even during depressed business conditions.

Alcohol Company Re-Opens Plant

Resuming operations after a temporary shut-down, the Peoria, Ill., grain alcohol distillery of the U. S. Industrial Alcohol Co. began production again on April 15, it was announced at the executive offices in New York. Approximately 60 additional men will be hired to put the plant on a full scale operating basis. Plant operation will be under the direct supervision of F. J. Rich, who has held this position for a number of years. The daily capacity of the plant is estimated at 10,000 gallons of alcohol which will be shipped in steel containers.

Guenther Returns from Trip

Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc., New York, has just returned from a trip through the Middle West where he contacted manufacturers of soaps, toilet preparations, etc., in all of the principal cities.

Dr. Guenther presented his illustrated lecture on perfume materials before the Iowa Section of the American Chemical Society in Des Moines on March 9, and on March 27 appeared at the College of Pharmacy of the University of Buffalo, Buffalo, N. Y.

He reports a feeling of growing confidence on the part of manufacturers in the Western territory, and anticipates improved business in raw materials from that section.

Edward J. Durr Dies

Edward J. Durr, retired superintendent of Procter & Gamble Co., Cincinnati, died at his home in that city March 28 at the age of 75. Mr. Durr was born in Cincinnati and was connected with the Procter & Gamble Co. for 50 years. He leaves a son, three brothers and one sister.

Abonita Company's Anniversary

Abonita Co., Inc., Chicago, has just completed its 28th year of service in the industry, having been founded early in 1905 by Dr. V. S. Hollingsworth to manufacture private brand toilet preparations, still the company's principal line. It was incorporated shortly thereafter as United Laboratories, changing its name in 1915 to its present style.

Since 1917, S. Bigelow Haley, now president of the company, has been associated in its management. He succeeded to his present position upon the resignation of Dr. Hollingsworth in 1930. The latter, however, still remains with the company as a director and adviser. George J. Purck, vice-president and chief chemist, joined the company in 1913 and has been responsible for the invention and development of many successful products.

It is a pleasure to record the continued progress of this active and important cosmetic unit and to congratulate both Mr. Haley and Mr. Purck and their associates on reaching another milestone in the company's honorable history.

Dedicate Merck's New Laboratory

The new research laboratory of Merck & Co., Rahway, N. J., will be formally dedicated April 25. Sir Henry Dale, director of the National Institute of Medical Research of England and one of the leading authorities on Pharmacology, will be the principal speaker.

Among those who have accepted invitations to be present as guests of honor will be Governor A. Harry Moore of New Jersey; Lammot duPont, president of E. I. duPont de Nemours & Co., representing the chemical industry; J. K. Lilly, chairman of Eli Lilly & Co., representing the pharmaceutical industry; and Surgeon General Hugh S. Cumming of the United States Public Health Service, representing medicine and the Public Health Service.

The laboratory, which was recently completed at a cost of \$200,000, is considered one of the most modern of its kind in the world. A description and picture were published in our January issue.

Enamelart Company Organized

The Enamelart Co. has been formed in New York by Theodore Schisgall and Joseph Frank to manufacture toilet articles, specializing in compacts. Offices are located at 425 Fourth avenue, that city.

A patented substance known as "Enamelart," created by Mr. Schisgall, which provides an interesting decorative effect for covers of compacts, backs of mirrors and brushes, etc., will be the feature of the new products. "Enamelart" was first introduced by Mr. Schisgall in Paris where he was in business from 1930 to 1932.

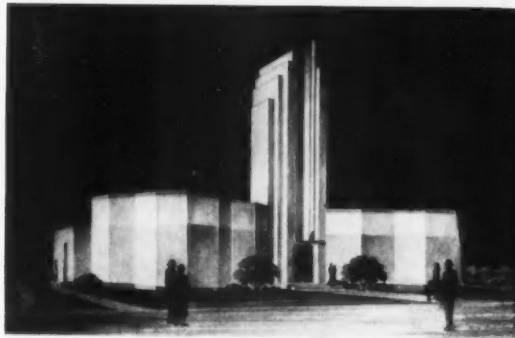
National Moves New York Offices

The New York offices of the National Collapsible Tube Co., Providence, R. I., have been moved to larger and more convenient quarters at 341 Madison avenue. The offices, which are under the direction of H. R. M. Gordon, assistant sales manager, were formerly located at 331 Madison avenue. Telephone number is unchanged.

Owens-Illinois Glass-Block Building

Among the many wonderful and astonishing exhibits now being prepared for the millions who will begin pouring into Chicago to view the Century of Progress Exposition after its opening June 1 no single industrial display better represents the tremendous underlying spirit of enterprise virulently alive in this country than the remarkable glass-block building in course of erection by the Owens-Illinois Glass Co., Toledo, O.

This unique structure, built of glass blocks, represents the latest achievement of the organization long noted as the largest manufacturer of glass containers in the world—now extending its resourcefulness and research facilities into the industrial field. The crowning results of its efforts are exemplified in the large and colorful structure at the Exposition, built of the company's latest product, colored glass blocks. This handsome building, 100 feet long and 60 feet wide, surmounted by a gorgeous tower of colored glass blocks 50 feet high, marks a new era in modern architecture and presages interesting new departures from the past traditions of the building industry; for the company's



GLASS-BLOCK BUILDING PLANNED FOR CENTURY OF PROGRESS EXPOSITION BY OWENS-ILLINOIS GLASS CO.

Exposition building is not a mere toy to delight the visiting throngs, nor a special stunt to attract attention and notoriety.

Two years of intensive research and experiment were required to produce the Owens-Illinois glass block. It is a strong, six-sided building block, of plain surfaces, with a hollow center. It is made by separately pressing a five-sided unit and a lid, then hermetically sealing in the lid as the sixth side, providing an air-tight cavity within each unit. Any color in the entire gamut of the spectrum is applied to these blocks, giving an immense range to their decorative possibilities. The color is applied to five sides of the flint block, the outer, or weather-surface being left plain. Under certain conditions of lighting interesting triangular shadows play through the wall cast from one unit to another by the blocks themselves. All kinds of pleasing variations in color effect result from changes in lighting conditions from without and within.

The glass-block building at the Exposition makes use of all the colors of the rainbow arranged in blended combination, reds, oranges, yellows, greens, blues and lavenders.

Schlienger Sails For Home

Hubert Schlienger, vice-president of Bertrand Frères, Grasse, France, sailed on the *Paris*, April 18, after a visit of two months to the American market, the longest stay which he has ever made in this country.

Mr. Schlienger made a trip through the Middle West to study American methods, particularly in view of present world-wide conditions. He was greatly impressed by the relatively large volume of business being done in finished soaps and toilet preparations even in these times. Regarding raw materials, he stated that already there had been some improvement in prices of jasmin, rose and orange flower products, and that, in his opinion, further advances may be anticipated this year.

One of his most interesting observations was that the proportion of natural raw materials used in the production of perfumes has been on the increase recently, and that the industry in this respect is returning rapidly to former practices.

He made his headquarters with P. R. Dreyer, Inc., New York, American representative of his house, and F. C. Theile, president of that company, accompanied him on his visits to the American trade.

Bogert Broadcasts on Perfumes

Col. Marston T. Bogert, professor of organic chemistry at Columbia University, and well known as a lecturer on the subject of perfumes and perfume materials delivered an interesting talk recently over the facilities of the Columbia Broadcasting System. The subject was "Perfumes and Progress in Science," and Col. Bogert led his audience through a brief discussion of the sense of smell and then described a few outstanding perfume materials.

Flavor Company Making Progress

We may perhaps be permitted to wonder whether the Evans Rich Mfg. Co., St. Louis, has room on its staff for a good Editor. The photograph, which our reporter sends, shows a plant located in beautiful surroundings, and also a staff of workers with whom we



are sure we could get along. The company manufactures flavoring extracts and allied products, and reports that its sales are progressing steadily and that it looks forward to an excellent year. Shown in the photograph are M. G. Clymer, vice-president; Misses MacDonald, Yenck, Tallman, Clucas and Brisco and Frank Bush.

Organic Products, Inc., Organized

Organic Products, Inc., has been organized to manufacture and import essential oils and aromatic chemicals, and has established a plant and offices at Waverly avenue, Mamaroneck, N. Y.

Heading this company is Arthur W. Mudge, who re-



ARTHUR W. MUDGE



CHARLES A. SWAN

cently resigned as manager of the Perfume Chemicals Division of the Organic Chemical Department of E. I. duPont de Nemours & Co., Wilmington, Del., a position which he had held for the last two years. Mr. Mudge is well known throughout the trade, with which he has been connected for fourteen years. He is a graduate of Massachusetts Institute of Technology, where he received the degree of B.S. in chemistry, and his training and experience have fitted him for both the manufacture and sale of his company's products.

Charles A. Swan, for the last 34 years associated with the American activities of Etablissements Antoine Chiris, Paris and Grasse, is treasurer of the new company. Mr. Swan is a graduate of Pratt Institute, 1909, and at the time of his resignation was president of Antoine Chiris Co., Inc., New York.

The new company will offer a line of essential oils and aromatic chemicals to the perfume, soap, flavoring extract and allied industries.

Owens-Illinois Buys Container Stock

Announcement has been made that the Owens-Illinois Glass Co., Toledo, O., has arranged to purchase 16,000 shares of the preferred stock of the Container Corp. of America, Chicago. There were 18,322 shares of Container preferred outstanding on Dec. 31, 1932.

Preferred stockholders now have five directors on the board, or one less than a majority. Holders of this issue gained the right to elect the directors by the omission of four quarterly payments on their stock. William E. Levis, president of the Owens-Illinois Glass Co., said in an interview that his interests had elected five directors to the Container board.

Johnson Perfume Buys Plant

Johnson Wholesale Perfume Co., Inc., of New Haven, Conn., has purchased the plant formerly occupied by the Yale Tire Co. in that city, consisting of a plot of ground and several buildings.

Aronson Heads Scout Committee

Ralph H. Aronson, general manager of Bourjois, Inc., New York, has been appointed head of a committee in the cosmetics division to assist in the annual drive for the Boy Scout Foundation. The Boy Scout Foundation has done excellent work over a period of many years, and Mr. Aronson believes that the trade will be as generous as usual in responding to this appeal. Checks payable to the Boy Scout Foundation may be sent to Ralph H. Aronson, 35 W. 34th street, New York.

Williams to Build in Canada

J. B. Williams Co., Glastonbury, Conn., has advised us that it has purchased a small plot of land at LaSalle in the village of Lachine, a suburb of Montreal, and is now preparing plans for the erection of a factory on this site.

Brill Back From Trip

Louis I. Brill, president of the Stein-Brill Co., New York, has returned from a pleasure trip to Miami, Fla. While in Miami he inspected the ill-fated dirigible Akron which was then in Florida, and on the way back spent some time in Cincinnati and adjoining cities when the Ohio River floods were at their worst.

Owens-Illinois Reopens Plant

Announcement of the opening of the Charleston, W. Va., plant of the Owens-Illinois Glass Co., Toledo, O., was made recently by William E. Levis, president. The plant normally employs from 800 to 1,000 men.

New Thurston & Braidich Agent

Thurston & Braidich, New York, importers of vanilla beans and gums, have appointed W. B. Leslie their representative in Cleveland, O. Mr. Leslie has established an office at 416 Penton Building, that city.

Interstate Color to Move

Interstate Color Co., Inc., New York City, will move its offices on May 1 from 41 Park Row to 5 Beekman street, where larger and more convenient quarters have been leased.

Innis. Speiden Announces Changes

Innis, Speiden & Co., New York, has advised us that Pickney L. Frost, who has been manager of the Cleveland, O., branch, has been brought to the New York office as assistant manager of sales. It also was announced that H. S. Cottrell has been placed in charge of the chemical department of the company.

Lloyd K. Rosevear Is Married

We have received an announcement of the marriage of Lloyd K. Rosevear to Miss Thea Lydia Stollwerck. The ceremony was performed at Montclair, N. J., April 8. Mr. Rosevear is a son of Charles R. Rosevear, partner of Thurston & Braidich, New York.

New England Tube Offices Moved

New England Collapsible Tube Co. moved its New York offices to 500 Fifth avenue, April 15. The new telephone number is Pennsylvania 6-9359. The new quarters, which are on the tenth floor and provide three times as much space as the former offices on Lexington avenue, include the general offices and private offices for L. Tracy Sheffield, president, and W. Kyle Sheffield, vice-president and manager of the New York office.

Ringenberg's Labor Saving Inventions

Our "Inquiring Photographer" called at the office of David G. Evans Coffee Co., St. Louis, and has sent us a very elaborate description of the numerous ingenious devices from which Frank E. Ringenberg, manager of the sundries department, and Albert Vahlkamp, his assistant, make their work of manufacturing and distributing flavoring extracts easier. He was especially impressed by the "bowling ball" order carrier which, he says, should be adopted by every plant not equipped with pneumatic conveyors. Mr. Ringenberg invented all of the labor-saving devices used in the plant. The accompanying photograph shows Mr. Ringenberg and Mr. Vahlkamp.



Mr. Ringenberg invented all of the labor-saving devices used in the plant. The accompanying photograph shows Mr. Ringenberg and Mr. Vahlkamp.

Schliemann in New Quarters

Schliemann Companies, Inc., the New York branch of Ernst Schliemann's Oelwerke, G.m.b.H., Hamburg, Germany, will move to new and larger offices in the Woolworth Building, New York, May 1. The New York branch, which was established in 1904, is in charge of Heinz W. Kraas, vice-president.

Urges Mothers Day Observance

In the advertising section of this issue, there appears an appealing announcement by The Golden Rule Foundation of plans for the observance of Mothers Day on May 14.

New Sioux City Company

William-Orrin Co. has been organized with headquarters at Sioux City, Ia., to distribute face cream. William Carpenter is president, and Orrin Leveiller is secretary and treasurer.

Chicago News Notes

THE Chicago Perfumery, Soap & Extract Association will celebrate its 25th anniversary with an old fashioned stag party, to be held at the Hamilton Club on the evening of May 12. Euclid Snow, chairman of the entertainment committee, is busy working out final arrangements for this Silver Jubilee, and it is hoped that all of the original organizers of the association will attend. The members will be entertained during dinner, after which they will amuse themselves with cards or by sampling the new "3.2."

Mid-West Show a Success

The tenth annual Mid-West Beauty Trade Show was held at the Sherman hotel on April 3, 4 and 5. President Max Hoefer of the Chicago and Illinois Hairdressers Association stated that while the attendance was slightly lower than last year, the reported sales were larger and a number of exhibitors booked orders far in excess of previous years. One of the features of the show this year was the gold trophy competition open to hairdressers from all over the country, with prizes of five gold cups being offered to the most effi-



VIEW OF EXPOSITION

cient finger waving artists whose styles were selected as the most original, best executed and most readily adaptable as a national hairdress. The winners in this contest were: First, Emmett Fierro, Cleveland, O.; Second, A. O. Farley, Chicago; Third, Miss Nora Gunderson, Chicago; Fourth, J. G. Nichols, Memphis, Tenn.; Fifth, Edward Fuchs, Chicago.

Among the exhibitors were the following: Colgate-Palmolive-Peet Co., Beautisales Corp., Marinello, Inc., Scott's Laboratories, A. Breslauer, Inc., Boyer International Laboratories, Kolar Laboratories, Andrea du Val Laboratories, Coty, Inc., Houbigant, Inc., Dixor, Inc., Quality Products Co., Inc., Eric Co., Inc., Moore Laboratories, and E. Burnham Laboratories.

Plans for Golf Season

Elmer Smith, chairman of the golf auxiliary, composed of members of the Chicago Perfumery Soap & Extract Association and the Chicago Drug & Chemical Association, announces that the golf committee will hold its first meeting to arrange the Spring schedule and that the first tournament will be played about the middle of May.

Chemical Men's Spring Frolic

The Chicago Drug & Chemical Association will hold its annual spring frolic and ladies' night on April 27, and has secured the use of the exclusive Opera Club for this year's festivities. Chairman Walter Kochs and Arnold G. Schneider, who will be in charge, assure the members that the dinner and entertainment this year will be par excellence. One of Chicago's leading radio orchestras will furnish the dance music, and everything is set for a big gala night. President Ed. Drach has extended a cordial invitation to the members of the Chicago Perfumery Soap & Extract Association to bring their wives and sweethearts and join with them, and, considering the close harmony and friendship existing between the two associations, it is a safe conclusion that an overwhelming attendance is assured.

Ostedt Recovers from Illness

Joseph H. Ostedt, president of the Mari Trudeau Corp., Minneapolis, has recovered from his recent illness and is back again at his office.

Beach on Chicago Visit

John Beach, of Seeley & Co., New York, recently made a flying trip to Chicago and St. Paul, remained a day in each city, and then flew back.

Helen Dawn Co. Moves

Helen Dawn Co. recently moved from Chicago to 112 Eighth street, Des Moines, Ia.

Bulgarian Rose Oil Industry in 1932

The 1932 rose crop of Bulgaria amounted to 7,623,000 kilos as compared with 6,830,000 kilos in 1931, and rose oil production to 1,891 kilos as compared with 1,775 kilos in 1931. The annual production of rose oil in Bulgaria usually averages between 2,500 and 3,500 kilos. Owing to the situation of the world market, prices already low in 1931, progressively declined during 1932, averaging from \$216 to \$288 per kilo. The Agricultural Bank of Bulgaria was empowered in May 1932 to organize the distillation of oil on a cooperative basis, with corresponding advances to rose producers. In this way, about three-fourths of the 1932 production, or 1,235 kilos, was distilled under the control of the bank for marketing. (*Consul John McArdle, Sofia.*)

South African Eucalyptus Oil Studied

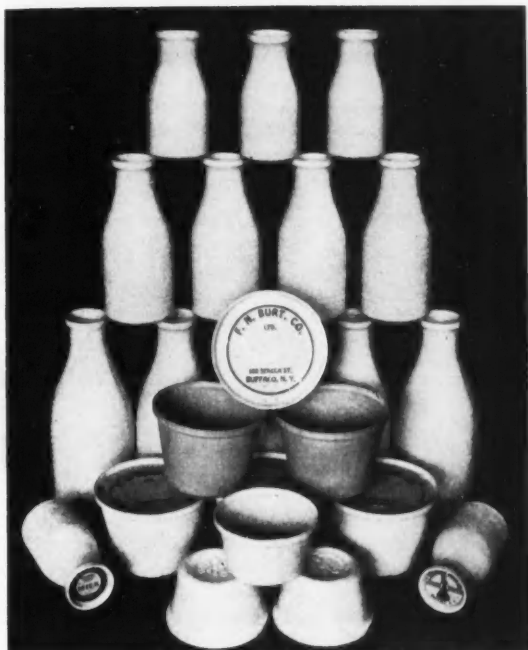
The development of a eucalyptus oil industry in South Africa is held in prospect as the result of certain experiments and investigations recently carried out by the government's Department of Agriculture. The several species of eucalyptus occurring throughout the Union have been examined to determine the yield and quality of oil as compared with the Australian species which indicated that a good yield of excellent quality oil could be produced from South African eucalyptus. The condition of world markets for eucalyptus oil, however, would not appear conducive to immediate exploitation. (*Assistant Trade Commissioner DuWayne G. Clark, Johannesburg.*)

New Materials

UNDER this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

F. N. Burt Co., Ltd., Buffalo, N. Y.—Burt Opax Ware.—"All of these Burt 'Opax Ware' products are strictly new, both as to material and shape. The new Burt 'Opax Ware' bottles, containers and tubs are the joint development of the F. N. Burt Co., Ltd. (the largest makers in the world of small, fine, paper boxes) and the Mellon Institute of Industrial Research.

"The bottles are first molded in one piece without



joints to virtually the identical shape of the standard half pint, pint, or quart glass milk bottle. They are then impregnated through their entire wall thickness with 'Opax,' a tasteless and odorless wax-like material. They will not break upon dropping on a concrete floor, will not soften under constant exposure to water or lactic acid, and will pass through all types of filling and capping equipment without any complicated change from that used for filling glass bottles. The bottles are opaque, one-third better insulators than glass, and can be furnished in any solid color. The Burt 'Opax Ware' bottles take the standard No. 2 or No. 3 cap, and hoods or other special sanitary caps can be eliminated by crimping over the pouring edge of the 'Opax Ware' bottle so that it is completely protected until the contents are poured out.

"The cottage cheese containers and butter and lard tubs are made of the same sturdy and always rigid material which will not soften regardless of the length of time exposed to water or lactic acid."

Pure Food and Drug Notes

In this department will be found matters of interest, contained in Federal and State official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Food and Drugs Act, Nos. 19653 to 19675, inclusive, sent out recently by the United States Department of Agriculture, Washington, there were the following cases of misbranding: No. 19657, adulteration and misbranding of antiseptic solution and "San-I-Cide" mouthwash; No. 19658, adulteration and misbranding of Ward's antiseptic tooth paste; and No. 19668, adulteration and misbranding of "Lar-Io-Ben" antiseptic.

Depilatories in Mexico

Five different establishments are engaged in the manufacture of depilatories in Mexico City. The production of these establishments, while of fairly recent origin, is steadily increasing and, according to dealers, the trade in this commodity, which formerly consisted almost entirely of imported articles, is now largely confined to the locally made products.

The use of depilatories is limited almost exclusively to the foreigners and the well-to-do Mexicans, which form a relatively small part of the total population of Mexico.

Algerian Geranium Oil Production Down

The area under cultivation to geranium in Algeria for geranium oil extraction was reported by the bulletin of the Imperial Institute to have been reduced from 5,000 hectares in 1926-1928 to 2,000 hectares in 1931. Production of the oil was estimated roughly to have averaged about 120 tons per year during the period 1926-1928 and 30 tons and 25 tons in 1930 and 1931, respectively. It was stated that old geranium plantations were being replaced to some extent by vineyards because they were more profitable. (*Department of Commerce.*)

Italy Bans Synthetic Essences in Fruit Syrups

Use of the terms "juice," "must," "syrup," "conserve," "marmalade" and "gelatin" of a given fruit has been restricted in Italy to actual products of such fruit, and the use of synthetic essences in such products is forbidden by a Royal decree law which became effective January 1, according to a report from Assistant Trade Commissioner John M. Kennedy, Rome. The law, however, permits the use of stated quantities of glucose and the addition of harmless coloring substances in connection with the above products, if the use of such is clearly expressed on containers. Coloring matter may not be added to grape juices.

Circulars, Price Lists, Etc.

Fritzsche Brothers, Inc., New York.—*Wholesale Price List for April.*—This is the company's regular price list of essential oils, aromatic chemicals and specialties, and includes products manufactured by Schimmel & Co., Miltitz, Germany, and Parfumeries De Seillans, Seillans, France.

* * * *

Dodge & Olcott Co., New York.—*Reference and Price List for Manufacturing and Wholesale Trades.*—This is a complete catalog of the company's essential oils, synthetics and specialties including the aromatic chemicals manufactured by Fabriques de Laire, Issy and Calais, France, and J. Mero & Boyveau, Grasse, France, represented here by Dodge & Olcott Co. The list is conveniently arranged and clearly printed and wherever necessary brief descriptive matter regarding the various products is given. Photographs of the company's New York office and its plant at Bayonne, N. J., are included.

* * * *

Scovill Mfg. Co., Waterbury, Conn.—The company has announced an improvement in sifter tops on which it has secured a patent. Both the appearance and the action of the new tops have been changed, and in addition to brass or plated finishes, enamel colors can be used. It recommends the new tops for use on powder packaged in either tin or glass containers.

* * * *

Canadian Perfumers and Manufacturers of Toilet Articles.—*Proceedings of the fourth Annual Meeting held at French River, Ont., June 15 and 16, 1932.*—Included in this is a complete list of the members of the association, reports of the committees and officers, and photographs of the 1932-33 officials.

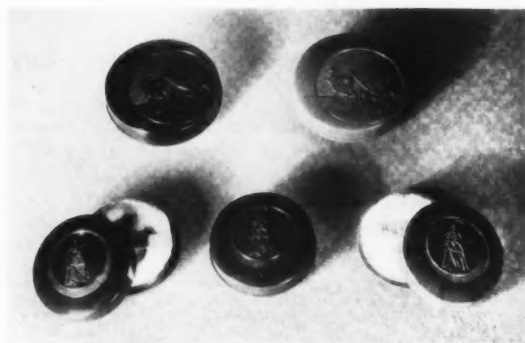
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General Plastics, Inc., North Tonawanda, N. Y.—*"Package Design in Molded Durez."*—This attractive, three page folder has illustrations and descriptions of the various products made from molded "Durez",



and contains ten loose sheets, each of which gives a brief resume and photograph of a well known package designer, together with illustrations of some of the packages he has designed.

Bakelite Corp., New York.—*Photograph of new "Dora May" compacts.*—This attractive picture is reproduced herewith. It shows the useful and convenient compact now being offered in a range of colors molded



from "Bakelite." The interesting silhouettes are formed in the molding operation. The compacts consist of puff and powder sifter with mirror in the cover.

* * * *

W. J. Bush & Co., Inc., New York.—*Booklet on Sandalwood Oil as a Perfume.*—This attractive booklet of 24 pages contains complete information regarding the use of sandalwood oil in the manufacture of perfumes, both for extracts and for use in soaps and toilet preparations. Formulas and directions are given along with an alcohol table.

* * * *

National Broadcasting Co., New York.—*"173% Increase in Sales."*—The National Broadcasting Co. has prepared a very attractive and interesting book describing a test conducted over its system by the Great Atlantic & Pacific Tea Co. This test was to determine whether it pays to quote prices in broadcast advertising, and proved a great success. The book is attractively printed in red and black, and each of the eleven products used in the test is illustrated on a separate page.

* * * *

Rossville Commercial Alcohol Corp., New York and Lawrenceburg.—*Rossville Alcohol Talks No. 98.*—The March issue of this interesting series is entitled *Alcohol and Safety Glass*. It traces the history of safety glass and outlines the difficulties which had to be overcome in order to obtain a perfect product. It points out the value and uses of safety glass, and describes the various processes, materials and equipment used in its manufacture.

* * * *

Phoenix Metal Cap Co., Chicago.—*"The Flame" for April.*—The illustrations in this issue are unusually interesting and attractive, and credit should go to the photographer who made the views of Chicago and vicinity which illustrate the article on the Century of Progress Exposition. Pictures of the Wolf Trophy packages and of the "All-America Twelve" awards are also well done. The type size has been enlarged and captions changed which we think an improvement.

Louis Dejonge & Co., New York.—*Swatch samples of fancy papers.*—The company has adopted the plan of sending out swatch samples of its fancy papers to box makers, advertising agencies, department stores, cosmetic manufacturers and other users. These samples will be sent out monthly in the future, and the first of the series which has just been mailed indicates that the method will meet with success.

* * * *

American Beauty Nail Polish Co., Inc., New York.—*Circular on New Shade.*—"The general cosmetic trade has had the very difficult problem in supplying the demand for a deep red shade of nail polish that would hold its lustre and would not streak. The American Beauty Nail Polish Co. has now overcome this vexing question with a new ruby shade of nail polish."

* * * *

Merck & Co., Inc., Rahway, N. J.—*Price list of Industrial Chemicals.*—This is the company's regular quarterly price list of industrial chemicals issued under date of April 1. It contains a comprehensive list of industrial products including a number of items suitable for use in toilet preparations.

Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Avenue, New York.)

Statistical Review of Cosmetics

EIGENART UND BEDEUTUNG DER DEUTSCHEN KOSMETISCHEN INDUSTRIE. By Dr. Roswitha Urban. Verlag Chemie, G. m. b. H., Berlin, W. 35. Price \$1.25.

This booklet of 94 pages in German is a statistical review of the cosmetic industry and its raw materials, including alcohol, essential oils, synthetics and other materials. Numerous tables showing production, prices, etc., are given, and discussions of advertising, sales methods, prices and outlets, both in Germany and foreign countries, are included. The booklet should be of interest to any one connected with the cosmetic industry or raw materials for world trade in toilet preparations.

* * * *

Soap Patents

SPECIAL PROCESSES FOR THE PRODUCTION OF SOAP (Besondere Verfahren Zur Herstellung von Seife) in German by Dr. A. van der Werth. 56 pp. Price 5 R. M. Allgemeiner Industrie-Verlag, Berlin S. W. 11, Germany.

This booklet is misnamed. It should be titled "Abstracts of Patents for the Production of Soap." This title would more fittingly describe the subject matter which it contains. The preface states that the purpose is to present in a compact manner abstracts of German, French, English and North American as well as Swiss and Austrian soap patents, including those of 1932. The author points out the fact that it would have been an easy matter to have greatly increased the

size of the work. His brevity and clearness in condensing the material is commendable. Since Dr. van der Werth holds a position in the German patent office, he had readily available the necessary references to compile this book when he wrote it.

Seven brief chapters, but containing much information on soap patents, comprise the booklet. These are:

- I. The Saponifiable Substances.
- II. Various Saponifications with Hydroxyl Alkalis.
- III. Saponification with Other Substances.
- IV. Continuous Saponification.
- V. Production of Potash Soaps.
- VI. Further Handling of Soaps.
- VII. Production of Rosin Soaps.

These classifications are happy ones. Under the fourth class numerous illustrations, such as accompany patents, are reproduced. The description of patent claims is boiled down to briefest terms, thus making each text page teem with valuable information. The only criticism here is that at times it is too short to be entirely satisfactory.

The index of the book is also well arranged. First, there is a patent register arranged according to countries, patent numbers and pages in the text. Second, there is an author index, and third, there is the usual subject index.

This booklet is a distinct contribution to soap literature and should find a place in the library of all progressive soap manufacturers.

E. G. THOMSEN.

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Brochure on Peanut Oil

GROUNDNUT AND ITS USES by A. K. Menon, of Kerala Soap Institute Calicut, India. Paper (1932) 18 pages. Price 2 annas.

This brochure on groundnut, or peanut oil, is interesting reading. While it applies in the main to the cultivation of groundnuts and the pressing and uses of the oil in India, the information presented is of value to anyone producing this oil.

The work takes up the subject from three main standpoints, although there are 27 short divisions. These three are the cultivation of the groundnut itself, the description of the various types of oil-producing machinery, including solvent extraction processes, and the various uses of the oil. The information presented is brief, non-technical, yet complete. It recommends itself to these interested in this oil.

E. G. THOMSEN.

* * * *

A Book on Flavors

NON-INTOXICANTS, by Carl A. Nowak, 295 Pages and Index. Published by C. A. Nowak, St. Louis, Mo. Price \$6.00.

The literature of flavors, both for beverages and for food flavoring is extremely scanty. It has apparently been the practice of the industry to publish nothing which could be left unpublished and to guard the alleged secrets of the formula book more carefully than is the rule in almost any other industry. This has led to some lack of progress on the part of the industry and to a very woeful lack of knowledge on the

part of chemists and others in whose hands the knowledge would be useful to everyone.

The present book to some extent remedies this fault of the industry. It presents very concisely and in excellent arrangement a number of facts and formulae of the flavor business which cannot be found elsewhere. Emphasis is laid upon the beverage end of the business, but the inclusion of a number of products, not of too frequent use in non-alcoholic beverages, gives the book a somewhat wider scope than a straight beverage book would have. The chapter devoted to "Miscellaneous Formulae" is particularly interesting to makers of other than beverage flavors.

The work is well arranged and printed, and is indeed a useful and valuable addition to the libraries of those whose business brings them into contact with flavors as well as to the flavor manufacturer himself.

New Equipment and Installations

UNDER this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

F. J. Stokes Machine Co., Philadelphia.—*New Filling Machine for Small Containers at Crystal Corp.*—"Manufacturers who have the problem of filling small containers with powdered or granular products economically will be interested in a fast machine which has been developed by the F. J. Stokes Machine Co. This machine, which is of the single-auger type, fills up to 70 or more containers per minute. It is shown in operation at the Crystal Corp. plant in New York City, operating on small face powder boxes at a speed of 73 per minute.

"Besides operating at what is said to be the fastest speed yet attained by a powder filler of this type, this machine is notable for its accuracy, cleanliness, flexibility and modern design.

"It is a net weight filler delivering within plus or minus one per cent of an exact fill. A 'no container-no discharge' lever prevents delivery of material when there is no container in the filling position. This feature, together with a dust-collecting system, makes for a degree of cleanliness not before believed possible in powder filling. 'Change-over' for different materials or containers can be made in a very few minutes, due to the convenience and simplicity of the necessary adjustments.

"The machine is compact, and the mechanism, including the motor, is housed in the base, portions of which are hinged for ready access. The single adjustment for weight and speed of discharge is readily accessible and quickly made. The conveyor feed, adjustable in height, circles the machine and the container holders are of the cup or clamp type as required. The unique design of this conveyor and these holders is an important factor in the speed of this model.

"An automatic 'take-off' transfers the filled containers to a conveyor table for capping, labeling, etc. Only one operator is required for the machine.

"The manufacturer has prepared a folder describing this machine and others in his line of powder fillers. Copies will be sent on request."

* * * *

"Druggists or those manufacturers whose tube or jar filling operations are not extensive enough to justify investment in power filling machines will be interested in the new hand-operated tube and jar filler just announced by the F. J. Stokes Machine Co., Philadelphia. This machine is also suitable for experimental or short run filling by large manufacturers who do not wish to tie up power machines for such purposes.

"This model will handle liquids, self-leveling semi-liquids, light pastes, creams filled while warm, and such products as colors, adhesives and certain food products. It operates on the piston-type pump principle, and has a "suck-back" action to minimize any tendency to drip. Adjustments are simple; cleaning and "change-over" easy. The output is from 20 to 30 gross per day, depending on the operator. Tubes from ½ inch to 1½ inches in diameter and up to 6 inches in length, as well as jars, can be filled as fast as the handle can be turned.

"A booklet describing this new machine, as well as the complete line of Stokes tube and jar fillers will be sent on request to the manufacturer."

Business Records

Petition Filed

Louis K. Liggett Co. (Massachusetts corporation), operating chain of retail drug stores, 41 East 42nd street, New York. No schedules filed. Judge Knox signed an order authorizing the corporation to continue the operation of the 450 stores in the chain until the election of a trustee in bankruptcy and directing that no receiver or custodian be appointed until further order of the court. The petition in bankruptcy was filed pursuant to a resolution enacted by the board of directors on March 30 admitting the company is unable to pay its debts in full. The case was referred to John E. Joyce, referee in bankruptcy.

Bankruptcy Schedules

Liggett's Drug Stores, Inc., 2 North Clark street, Chicago, voluntary. Liabilities, \$2,558,888.93; assets, \$338,190.

Nauheim Pharmacy, Inc., operating chain of retail drug stores, 460 West 34th street, New York. Liabilities, \$275,347; assets, \$304,945, main item being stock listed at book value of \$247,712, which is subject to liens for unpaid rent.

Frigidine, Inc., cosmetics, 305 East 46th street, New York. Liabilities, \$38,144, in addition to possible contingent liabilities on unliquidated damage claims in connection with pending litigation; assets, \$174,015, main item being patents and trade marks, \$82,748.

Herman B. Freedman, distributor of soap, 230 Fifth avenue, New York. Liabilities, \$123,836; assets, \$31,540, main item being stocks and bonds, \$25,000.

Gerald, Raymond and Harold Burnham, cosmeticians, Chicago, voluntary. Liabilities, \$203,029; assets, \$292. They formerly operated Burnham Products Co. now in receivership.

Canadian News and Notes

THE Value of Packaging" was the subject of an address by George M. Bertram, director of advertising, Lever Brothers, Ltd., Toronto, at the March meeting of the Association of Canadian Perfumers & Manufacturers of Toilet Articles. At the outset of his address, Mr. Bertram pointed out that he was not speaking as an authority on package design, as he did not feel qualified and also because he objected to discussing any subject related to advertising from the standpoint of an expert.

"To my mind the poorest type of advertising man is the one who has preconceived ideas which he is continually trying to prove," said Mr. Bertram. "On the contrary a good advertising man is never dictatorial, but retains an open mind, ready to accept anything that will bring results. If, therefore, during this talk I appear to be stating anything in the nature of rules and regulations please accept them as mere guide posts which others may have found useful."

Mr. Bertram emphasized the fact that it was not alone the amount of money spent on advertising which determined results, but that the length of time the advertising was kept up was also a very important factor.

"Package design is a very important component part of the product," Mr. Bertram said, "for one good reason and that reason is that the public (or what we term the 'consumer') is the final judge of the product, and the package is the first thing that meets the consumer's eye. Through it he forms his first impression. If that impression is favorable half the battle of consumer acceptance is won."

Mr. Bertram emphasized the importance of color in package design, and pointed out that color varies from black to white as well as in strength of color. "In package design," he said, "it is nearly always necessary to secure contrast, and when two colors are used for this purpose they should have different values of black and white, or what might be termed tone value. He also pointed out that one color affects another when they are brought in close proximity. Dark colors may be made to appear richer and darker, light colors lighter and brighter, or both may lose in quality by their relationship one with the other."

In conclusion he said, "there is one attitude of mind we should all avoid. If we are buying package designs, we certainly should not feel that because we pay the bill we are therefore qualified to select the best package design. Through experience we may make fewer errors than the average man, but we are not infallible. If we are producing package designs, we should avoid the same pitfalls."

With 81 present, the regular monthly meeting of the Association of Canadian Perfumers & Manufacturers of Toilet Articles was held on the Roof Garden of the Royal York hotel, Toronto, on April 10 under the auspices of the cap and closure members of the association. The two companies which certainly provided original entertainment for "the boys" were the Anchor Cap & Closure Corp. of Canada and the Armstrong

Cork & Insulation Co. The program was kept a dark secret, and it was not until the luncheon was ended and the business preliminaries disposed of that the members were enlightened.

John R. Kennedy, president, welcomed the gathering in his usual affable manner, and announced that word is expected shortly with regard to the excise tax on alcohol and the 10 per cent toiletries tax. He was strongly of the opinion that at least some redress would be granted on the alcohol tax. He then introduced the head table guests as follows: F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York; George L. Ringel, vice-president of Fritzsche brothers; Mr. Mooney, of the Frederick K. Stearns Co., Windsor, chairman of the membership committee of the association; Elwood Hughes, of the Canadian National Exhibition; Harry "Red" Foster, well known radio announcer and sportsman, and Louis Spencer Levy, publisher of THE AMERICAN PERFUMER.

A hearty welcome was also tendered to George Kaestner, of the Canadian Industrial Alcohol Co., who had been seriously ill in a hospital. Harry Blahout officiated capably as song leader and Jack Deegan and Alex Burns presented the prizes won at last month's bowling tournament. These were awarded as follows: Jack Patterson, of Dominion Glass Co., high single, 286; Bob Farrell, of Morana, Ltd., high three, 726; Ted Reed, of Thayer Perfumes, high average, 238; Frank Evans, of Toronto Pharmacal, booby prize for low 3, 411. "Tom" McGillivray, president of McGillivray Brothers, just back from a trip to the Bahamas, was presented by the president as the only perfume manufacturer brave enough to take a holiday.

Jack Deegan introduced Harry "Red" Foster as master of ceremonies, and it was only then that the audience realized what the entertainment was to be. A huge mattress-like affair was spread on the floor and Mr. Foster announced that Bert Rubenstein and Frankie Hart would stage a twenty-minute wrestling bout. Fred Fielder, of the Fielder Paper Box Co., and Charlie Stephens, of the Dominion Paper Box Co., were appointed seconds and Mr. Mooney, time-keeper. Tommy McClure, another well-known sportsman, was the referee. The bout was a real thriller and some clever wise-cracks were pulled off by the appreciative perfumers. Elwood Hughes wound up the entertainment with an interesting recital of some of his experiences in the world of sport. Tokens of appreciation were then presented by Mr. Deegan to Mr. Hughes and Mr. Foster.

One of the oldest members of the association, Mr. Levy, extended an invitation to the president to attend the convention of the Associated Manufacturers of Toilet Articles in the Waldorf-Astoria hotel, New York, April 25-27. In a sparkling little talk the visiting journalist referred in glowing terms to the spirit of friendship and camaraderie prevalent among the Canadian perfumers. It was, he said, really amazing to see just what a happy family the Canadian perfumers are.

Canada Has New Tax Schedule

Announcement of the Federal budget last month and its new taxes created a stir in the Canadian drug trade, and deputations from at least two organizations have approached the Dominion Minister of Finance to modify the taxation applying to this trade. The changes which particularly deal a blow at the drug trade are the special excise tax on toilet articles and preparations of 10 per cent, the special excise tax of 2c per pound on sugar and the raising to \$2.50 of the excise duty on distilled spirits used in medicine, extracts and perfumes. It is not yet known just what relief, if any, will be granted, but there is hope among members of the delegation who have visited Ottawa that the 10 per cent tax will be abandoned and the present sales tax of 6 per cent raised to 10 per cent instead; also that the tax on alcohol will be raised from 75c to \$1 or perhaps \$1.25.

The budget had been announced only a few hours when an emergency meeting was called by the Association of Canadian Perfumers & Manufacturers of Toilet Articles at which 38 were present, and the very next evening a deputation set out for Ottawa. In the deputation were J. W. McCoubrey, United Drug Co.; G. A. Johnson, Richard Hudnut; N. F. Dahl, Elizabeth Arden of Canada, Ltd.; R. W. McLarty, McLarty, Ltd.; J. R. Kennedy, United Drug Co.; J. A. Huston, Campana Corp.; A. P. Taylor, Soaps-Perfumes, Ltd.; and John Catto, Soaps-Perfumes, Ltd., all of Toronto, and also the following from Montreal: Mr. Stenhouse, of Bristol-Myers Co.; Robert Minty, Palmers, Ltd.; H. Marceau, J. A. Marceau, Ltd.; Harry Rose, Rose & Laflamme; M. Pariseau, W. T. Rawleigh Co.; and Thomas Haughland, J. B. Williams Co. In Ottawa the deputation met Messrs. Sculley and Norman, of the Excise Department, and Dr. Clark, Deputy Minister of Finance.

Meeting in Ottawa

On March 27 Messrs. McCoubrey, McLarty, Minty and Taylor again met in Ottawa and interviewed the previously mentioned representatives of the Government and also the Minister of Finance, Hon. E. N. Rhodes, and Premier R. B. Bennett. These gentlemen listened to the perfumers' case with interest, and a brief was left with the Minister of Finance.

Speaking at a following meeting of the association held at the end of March, J. R. Kennedy said "I believe we were the first deputation to reach the offices of the Government and we received a very friendly hearing."

"We realize the situation is pretty serious," said Mr. McCoubrey, "but we got a nice reception and we came away feeling that we are going to get a new deal. We cannot, of course, object to being taxed, but we do think the officials at Ottawa see things differently now. We were listened to most attentively, and I fully believe we will get a square deal."

With the increased cost of alcohol on account of the new tax, manufacturers state that perfumes can be imported cheaper than they can be manufactured in Canada. Executives of numerous corporations making toilet soaps interpret the budget to the effect that the new 10 per cent excise tax applies to this type of soap

as well as to cosmetics and toilet preparations. Tooth paste also falls under the terms of the new impost, but laundry soap appears to be unscathed.

When asked if the excise tax would increase prices to the consumer, Ruthven Hay, managing director of the Harold F. Ritchie Co., stated, "there is no question about it. Competition in all preparations of that kind has been very keen in the last two years, with the result that prices have been lowered materially and the manufacturer cannot possibly take care of the 10 per cent increase."

J. W. McCoubrey, president, United Drug Co., in discussing the effects of the excise duty of \$2.50 per proof gallon on proprietary medicines, perfumed spirits and other similar preparations and also the 10 per cent excise tax on all toilet preparations, said it would be a great handicap and would cause increased prices. He pointed out that it would not have been so serious if these taxes had been on imports.

Malcolm C. MacPherson, Ottawa, manager of the National Drug & Chemical Co., Ltd., stated that there would not be any increase in the retail prices of medicines and extracts resulting from the increase to \$2.50 of the excise duty on a proof gallon of distilled spirits. He said the previous excise duty was \$2.40 so that the increase was only 10c a proof gallon and it was so small that it was impossible to pass it on to the consumer and would be absorbed by the manufacturer. The lines covered by this increase in distilled spirits are proprietary medicines, extracts, essences, perfumed spirits and pharmaceutical preparations.

McGillivrays on Tour

M. B. McGillivray, vice-president of McGillivray Brothers, Toronto, has been holidaying with his family in St. Petersburg, Florida. In order that he might miss nothing while on his tour, Mr. McGillivray started out from Toronto in a radio-equipped car. T. A. McGillivray, president of the firm, left recently on a business trip to the Bahamas.

Lever on Canadian Radio

"A Vinolia Boracic and Cold Cream" radio program is announced by Lever Bros., Ltd., Toronto. The first episode of "Alice in Wonderland" was presented by a competent cast from Toronto radio stations on March 10. The program is continuing every Friday for 12 weeks.

Lymans Head Expects Recovery

On the eve of sailing on a trip to Europe on the *Montrose*, J. Harmon Andrews, managing director of Lymans, Ltd., Montreal, expressed the opinion that Great Britain would lead the rest of the world out of the depression. "There is no disputing the fact that the business of Canada is unsettled, with conditions January 1, last, 32 per cent below normal, compared with the corresponding periods in previous years," he stated. He was of the opinion that improvement in England would come about before conditions were adjusted in Canada, and that this year would be one of watchful waiting.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to.

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,901,434. Germicidal and Detergent Substances. Arthur R. Cade and Halvor O. Halvorson, Minneapolis, Minn.

1,901,651. Nonrefillable Container for Powder. Leopold Kahn, Mannheim, Germany, assignor to Paul Peter Muelhens, doing business as Eau de Cologne & Parfümerie-Fabrik "Glockengasse No. 4711" Gegenüber der Pferdpost von Ferd. Mülhens, Cologne-on-the-Rhine, Germany.

1,901,823. Collapsible Tube Closure. Malcolm Bouden Robinson, Woodbridge, Conn.

1,901,982. Closure for receptacles. John L. Pardue, St. Louis County, Mo., assignor of one-third to Theodore M. Pardue and one-third to William A. Pardue, St. Louis County, Mo.

1,902,199. Cosmetic Container. Fernand Tourtois, New York, N. Y., assignor to Coty, Inc., Wilmington, Del.

1,902,324. Sifter Container. Alexander H. Dreux, Buffalo, N. Y., assignor to F. N. Burt Co., Ltd., Toronto, Ontario.

1,902,537. Case for Lipsticks. Felicie Eugenie Amelie Wanpouille Bergaud, Paris, France.

1,902,681. Cosmetic Compact. William R. Tuttle and Charles W. Stickel, Rochester, N. Y., assignors to the Kurlash Co., Inc., Rochester, N. Y.

1,902,698. Collapsible Tube Cap. Victor E. Gasser and Leonides J. Gasser, Madison, Wis.

1,902,904. Process for Preparing Thymol. Karl Schöllkopf, Dusseldorf-Oberkassel, and Arthur Serini, Dusseldorf-Heerd, Germany, assignors to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany.

1,903,464. Collapsible Tube. Herman J. Konanz, Grantwood, N. J.

Designs Patented

89,437. Jar. Jeddiah B. Clark, Dunkirk, Ind., assignor to Indiana Glass Co., Dunkirk, Ind.

89,560. Container Cap. Georges Wilmet, New York, N. Y., assignor to Armstrong Cork Co., Lancaster, Pa.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

311,634.—West Disinfecting Co., Long Island City, N. Y. (Nov. 1, 1906.)—Cleaning preparations.

316,762, 316,763.—W. Burton & Co., Inc., Brooklyn, N. Y. (1882 and 1885, respectively.)—Flavoring extracts.

322,049.—L. B. Laboratories, Los Angeles, Calif. (Jan. 25, 1921 and May, 1930.)—Hair oil, permanent wave oil and hair pomade.

322,793.—L. Heumann & Co., Inc., New York. (Sept. 7, 1931.)—Flavoring extracts.

325,911.—Keen Mfg. Corp., New York. (July 15, 1931.)—Shampoo.

325,989.—Columbia Plush & Puff Co., Inc., Brooklyn, N. Y. (Jan., 1921.)—Toilet preparations.

327,853.—Nicholas N. Marcotoon, New York. (Apr. 10, 1931.)—Tissue cream and protective cream.

328,068.—M. V. C. Laboratories, Toledo, Ohio. (April 2, 1932.)—Preparation for protecting skin around finger nails.

329,254.—Calavo Growers of California, Los Angeles, Calif. (June 20, 1932.)—Avocado oil used in preparation of general cosmetics, muscle oil, soaps, etc.

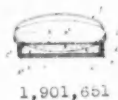
Patents



D 89,560



1,902,199



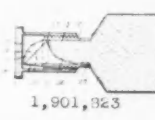
1,901,651



1,903,464



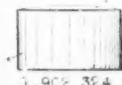
1,902,698



1,901,823



1,902,681



1,902,324



1,901,982



1,902,537

Trade Marks

FRUITINT
M 301,848



311,634

CALAVOIL
329,254

Silver Line
331,964



333,046

Ph. D.



333,773



334,052

Secret de Jeurelle
334,611

All American
335,017

CROXON
M 302,040

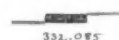


316,762

SUDATOSINE
330,143



329,692



332,085



333,354



333,702



334,109

PARAGON
334,342

"SOAPIES"
334,583



334,967

DIANA DE ANE
M 302,041



316,763



330,260

VINDOBONA
332,261



333,480



333,788

TRULIP
334,127



334,294



334,650

Louise Curtis
M 302,042



312,049

TELEVISION

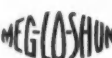


330,991

WORCESTER

IODIZED
332,303

SINLESS PASSION
333,639



333,831

YARDLEY'S
333,960

ELECTONEAL

334,069



334,299

PULVADENT
334,258

M 302,051



312,793

SHYM-O-LEN
325,911



331,274



332,321

Fenuicke
333,538

ECLADOR
333,886

FLOZOR
333,887

PARADE
334,020

Femme du Monde
334,102

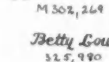
JUGLOCRINYL
334,364

Nesters
334,421

HEALTHGARD
334,991

BLUE HEVEN
335,051

KARKLEAN
M 302,269



312,790

KLENALE
325,068



331,280

Meadow Lifford
331,746

WOW
332,826



333,675

TUSSY
333,888

B 18
(Be Eighteen)
334,024

DUPONOL
334,090



334,468



334,600

Clair's Life
M 302,359



327,953



331,950



332,885



333,982



334,246

FIBRENE
334,472

SCOTTIES
334,717

FRANCHETTE
334,593

329,692.—Town Talk Food Products Corp., New York. (May, 1931.)—Flavoring syrups for food purposes.

330,143.—Fred B. Ashton, St. Louis, Mo. (Aug. 20, 1931.)—Soap for correcting perspiration odors.

330,260.—Independent Druggists' Alliance Distributing Co., Chicago, Ill. (Sept. 1, 1930.)—Toilet preparations.

330,891, 331,280.—Max Factor & Co., Los Angeles, Calif. (July, 1930, and Sept. 15, 1932, respectively.)—Theatrical make-up and cosmetics.

331,274.—Wallingford Labs., Inc., Wallingford, Conn. (Mar. 1, 1932.)—Toilet preparations.

331,746.—Mercedes L'Official, New York. (Sept. 28, 1932.)—Preparation for growing hair.

331,950.—Debonaire Laboratories, Pittsburgh, Pa. (Oct., 1932.)—Skin cream and skin cleanser.

331,964.—Bay Druggist, Inc., Cleveland, Ohio. (Oct. 25, 1932.)—Bay rum, imported.

332,085.—Columbia Plush & Puff Co., Inc., Brooklyn, N. Y. (Nov. 7, 1932.)—Cosmetics.

332,261.—Walter Mildner, Buenos Aires, Argentina. (Feb. 10, 1925.)—Toilet preparations.

332,321.—Jacob I. Alpert, New York. (Jan. 1, 1931.)—Deodorant cream.

332,503.—Worcester Salt Co., New York. (Oct. 11, 1930.)—Tooth paste, tooth powder and mouth wash.

332,826.—Wow! Soap Products Co., Hastings-on-Hudson, N. Y. (Nov. 1, 1932.)—Hand soap.

332,885.—Jaburg Brothers, Inc., New York. (Aug., 1914.)—Extracts and extract powders for food flavoring.

333,046.—Reid Products Co., Yonkers, N. Y. (Apr. 27, 1931.)—Hair and scalp preparation.

333,359.—Pabst Chemical Co., Chicago, Ill. (Nov. 25, 1931.)—Shaving cream.

333,480.—P T H Laboratory, Morgantown, W. Va. (June, 1928.)—Preparation for the gums.

333,538.—Terri Cosmetics Corp., New York. (Apr. 4, 1931.)—Cosmetics.

333,639.—Mary Scott Rowland, Ltd., Jersey City, N. J. (Dec. 23, 1932.)—Perfumes, toilet waters and powders.

333,675.—Brandford W. Griffith, New York. (Oct. 15, 1929.)—Toilet preparations.

333,702.—Adele du Pont, Inc., New York. (Oct. 24, 1932.)—Face creams.

333,773.—Ph. D. Products Co., Philadelphia, Pa. (Feb. 15, 1932.)—Shaving cream.

333,788.—H. Th. Böhme Aktiengesellschaft, Chemnitz, Germany. (Nov. 15, 1932.)—Soap preparations.

333,831.—Joseph S. Houle, Manchester, N. H. (Sept. 7, 1932.)—Lotions.

333,886, 333,887, 333,888.—Lesquendieu, Inc., New

York. (Sept. 21, 1912; Jan. 20, 1922; and Nov. 6, 1925, respectively.)—Nail preparations, hair preparations and cosmetics, respectively.

333,960.—Yardley & Co., London, England. (1890.)—Face powders and face creams.

333,982.—Sherka Chemical Co., Inc., New York. (Nov. 14, 1932.)—Industrial and pharmaceutical chemicals.

334,020.—Parfumerie Rigaud, Inc., New York. (Dec. 29, 1932.)—Perfumes, toilet water and face powder.

334,024.—Parfumerie St. Denis, New York. (Dec. 10, 1932.)—Toilet preparations.

334,052.—Frances Fleischmann Soap Products, West Haven, Conn. (Aug. 19, 1932.)—Facial soap.

334,069.—Owens-Illinois Pacific Coast Co., San Francisco, Calif. (Oct. 1, 1926.)—Glass bottles, jars and containers.

334,090.—E. I. du Pont de Nemours & Co., Wilmington, Del. (Nov. 10, 1932.)—Sulfonated alcohols.

334,102.—John A. Hamill, New York. (Nov., 1932.)—Soapless oil shampoo, wave lotion, hair tonic, etc.

334,109.—Manhattan Soap Co., Inc., New York. (Dec. 8, 1932.)—Toilet soaps.

334,127.—Ralph C. Vaughn, New York. (Nov. 21, 1932.)—Toilet preparations.

334,246.—Bon Ami Co., New York. (Jan. 14, 1902.)—Scouring soap in cake and powdered form.

334,258.—Drug Products Co., Toledo, Ohio. (Dec. 12, 1931.)—Dental powder.

334,289.—Perfumer & Cosmetic Guild Corp., West Haven, Conn. (June 1, 1926.)—Toilet preparations.

334,294.—Viviny Perfumers, Inc., West Haven, Conn. (Feb. 3, 1932.)—Toilet preparations.

334,342.—Anchor Cap & Closure Corp., Long Island City, N. Y. (1912.)—Closure caps.

334,364.—Les Laboratoires Dausse, Societe Anonyme, Paris, France. (July 4, 1932.)—Lotion for skin and hair.

334,421.—Druggists' Supply Corp., New York. (June 28, 1932.)—Soap.

334,468.—Pepsodent Co., Chicago, Ill. (July 1, 1932.)—Facial cream.

334,472.—Sierra Tale Co., Los Angeles, Calif. (Sept., 1932.)—Tale.

334,583.—Edyth C. Tomlin, Washington, D. C. (Dec. 15, 1932.)—Soap powder capsules.

334,593.—Arkwright Merchandising Corp., New York. (Oct. 18, 1929.)—Toilet preparations.

334,600.—Elgin American Mfg. Co., Elgin, Ill. (Nov. 14, 1932.)—Cosmetic and perfume containers.

334,611.—Maison Jeurelle, Inc., Chicago, Ill. (Jan. 20, 1933.)—Perfume.

334,650.—Parfumerie Roger & Gallet, Societe Anonyme, Paris, France. (July 8, 1924.)—Toilet soaps.

334,717.—Scott Paper Co., Chester, Pa. (Jan. 26, 1933.)—Facial tissues.

334,967.—Publicker Commercial Alcohol Co., Philadelphia, Pa. (Jan. 18, 1933.)—Pure grain alcohol.

334,981.—Cincinnati Soap Co., Cincinnati, Ohio. (June, 1932.)—Toilet soaps.

335,017.—Comfort Mfg. Co., Chicago, Ill. (Feb. 6, 1933.)—Soaps, shaving cream and shaving powder.

335,051.—Blue Heaven Corp., North Kansas City, Mo. (Aug. 14, 1931.)—soaps.

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

M301,848.—Maumee Color Co., Maumee, Ohio. (July 7, 1930. Serial No. 311,091.)—Coloring materials for foods.

M302,040.—Croxon, Inc., New York. (Jan. 2, 1932. Serial No. 323,778.)—Depilatories.

M302,041.—Pleville, Jersey City, N. J. (Dec. 28, 1931. Serial No. 322,941.)—Toilet preparations.

M302,042.—Frank C. Gephart, New York. (Jan. 2, 1932. Serial No. 323,577.)—Creams and lotions.

M302,051.—Sakele Perfume Co., Inc., New York. (Jan. 27, 1923. Serial No. 332,963.)—Plastic cream.

M302,269.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Feb. 22, 1932. Serial No. 328,549.)—Non-streaking detergent emulsion.

M302,359.—Central States Department Stores, Inc., Chicago, Ill. (Oct. 10, 1931. Serial No. 334,458.)—Toilet preparations.

Suit on Plastic Patents

Suit has been brought in Federal Court at Wilmington, Del., by the Ellis-Foster Co. of Montclair, N. J., and the Unyte Corp., of New York, against the Synthetic Plastics Co. of Delaware for infringement of patents in the urea-formaldehyde resin field. The patents in question were acquired by the Unyte Corp. from the I. G. Farbenindustrie A.G. of Germany, the Ellis-Foster Co. and Carleton Ellis, of Montclair.

The Synthetic Plastics Co., which is a subsidiary of the American Cyanamid Co., manufactures "Beetle" molding powders and resins which have been on the market for about four years. They work under the patents covering inventions by Fritz Pollak and Kurt Ripper, of Vienna, which were assigned to Pollpas, Ltd., of Great Britain.

The Unyte Corp. was formed in February, 1931, and is headed by William P. Pickhardt, formerly of Kuroff Pickhardt & Co. Synthetic Plastics Co. has announced that licenses under these patents have been granted to the Bakelite Corp., New York.

'Twas Ever Thus

"How do you like your new boss?"

"Rotten. We don't pull together at all. When I'm late he's early and when I'm early he's late."

Cosmetics at Seattle Fair

Making the March Fair at Seattle more fair were several cosmetic, beauty preparation and soap manufacturers. Beautiful booths were created by them at the Manufacturers' Exposition and Style Guild held in the Textile Tower just in advance of the official opening of Spring. Models, portraying latest style costumes on a runway to the tune of popular orchestral music, matching complexion with costumes, added to the beauty and charm lent the well-attended exposition by the several displays and demonstrations of facial products, soaps and other preparations produced from kelp, and newest baby toilet articles.

The Neptune Sales Distributors, recently appointed Seattle distributors of the "Avon" line of "Kelp-i-o-dine" products were a distinct feature of the show. A man and woman formed the team of demonstrators and sales representatives at the booth, and gave away the dark green samples of the new toilet soap made from the algae. They ably pointed out the merits of the fast expanding list of dermic and other toilet products in the "Kelp-i-o-dine" line.

"Signposting the Way to the Fountain of Youth," was the Natura, Inc., booth in charge of able women demonstrators. The Natura company announced at the fair its new "Program Dermetics," and "Hydronized" oils, giving free samples of these products.

New York Market Report

PRICES of essential oils, after a spurt during the time of the bank holiday and the speculative activity which ensued for a few days, have sagged back again and are now lower than they were two months ago on many leading items. It was anticipated that some of the slight advances which took place at that time would be sustained, but it was found impossible to hold them in the face of slackened demand and pressure to sell competitively on the part of almost every holder of goods.

An excellent example of the way in which the market acted may be found in the case of clove oil. Almost at record low levels on March 1, the banking holiday caused an almost immediate advance of nearly 20 per cent in its price. This was sustained for about a week and then ensued a series of declines culminating in a drop to below the March 1 level, taking place the first week in April. The course of this one oil has been paralleled almost exactly by the other oils which gained during the March spurt.

Business has been very slow during the last month. At the same time, it may be said that the sentiment of both dealers and consumers is materially better than it was only a short time ago. Business has not improved, but where expectations were generally for slackness and further declines, there is now a feeling that recovery is at hand and that prices will benefit in the near future through a resumption in spot trading and consuming buying. Most of this is undoubtedly due to the aggressive and active measures taken during the last month by the new President and Congress. Very little of it can be traced to any condition in the essential oil market or in the industries which are the largest buyers of oils and other perfume materials.

Floral products continue unsettled, and while there are occasional reports of greater firmness in the primary markets in France, these are not translated into a firmer position in the local market. Seed and spice oils have followed the course of clove oil with reasonable closeness, and are now slow and at low price levels.

The citrus group is under pressure, especially on orange, which is heavily overproduced. In addition it is felt that this group will be hurt badly by the legalization of beer owing to the fact that soft drink consumption is expected to suffer thereby in many sections of the country. Lemon is unsettled by reason of the attempt to get the standard lowered to include California material. It is believed that there is at least a fair chance of success for this effort and that, if it is successful, the effect on the market is likely to be profound. There is little change in domestic oils, all of which are quiet, although country prices on most of them are being maintained better than many had expected.

Synthetics and Derivatives

The market has followed the course of that for essential oils quite closely. There was an improvement in purchasing during the early part of March, but it

Beauty Shop Owners Hold Convention

FEATURED by an extensive program of lectures, demonstrations and "better business" talks and a large exhibition of apparatus and preparations for the beauty shop, the annual convention of the International Beauty Shop Owners was held in the Pennsylvania Hotel, New York, during the four-day period from March 20 to 23. Interesting numbers on the program included a business building clinic at which ideas for promoting a successful business were discussed; a lecture course conducted by Mrs. Ruth D. Maurer, of the Rudemar Corp.; an address on "Salesmanship—Its Place in Your Shop," by F. W. Benduhn, of the Rudemar Corp.; and a talk on "Make-up," by Miss Mary E. Johnson, of the Richard Hudnut salon. Competitions in finger waving, hair bobbing, hair dyeing and permanent waving, and the selection of "Miss 1934" were other features. Among the manufacturers in the cosmetics field who maintained booths at the exhibition were:

Bestone Co., Ltd., Boyer International Laboratories, A. Breslauer, Inc., Clairol Co., Colgate-Palmolive-Peet Co., Conti Products Co., Coty, Inc., Culver Laboratories, Debonaire Laboratories, Dixor, Inc., J. Eavenson & Sons, Inc., Eugene, Ltd., Ey-Teb, Inc., E. Fredericks, Inc., Houbigant Sales Corp., Hyman & Hyman, Inc., J. W. Marrow Mfg. Co., Milo Specialties Co., National Oil Products Co., Nestle LeMur Co., T. Noonan & Sons Co., Para Laboratories, Parker Herbex Co., Quality Products Co., Rapidol Co., Roux Distributing Co., Rudemar Corp., and Northam Warren Corp.

was not very extensive and covered only a relative few of the more important materials. Since that time the market has quieted down materially and there has been much less activity. The effect of either movement on prices has been negligible. Some degree of firmness developed during early March to be succeeded by a much less steady position later in the month and by some degree of weakness in April. Prices have not changed materially during the month. Menthol is still unsettled by spot competition. Soap makers have taken on some lower grade geraniol at unchanged prices. Musks are steady. Competition in amyl cinnamic aldehyde has been keen and has resulted in further shading in at least one direction. Other items have been quiet and unchanged although actual business might in almost any instance result in weaker price levels.

Crude Drugs and Sundries

The market is quiet in the extreme, and sellers report that demand for shading or cutting of prices continues with considerable success in some quarters. The position of some of the crude drug supplies is none too strong at the moment and, with competition keener through the entrance of another factor into the field, prices have suffered considerably. However, stocks are by no means large and should business show any material improvement, it would be reflected almost immediately in firmer quotations covering a wide range of products.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$2.20@	\$2.40	Hops	(oz.)	6.00@	7.00	Valerian	8.00@	10.00
S. P. A.	2.50@	2.75	Horsemint		4.25@		Verbena	3.75@	7.00
Sweet True48@	.50	Hyssop		40.00@		Vetivert, Bourbon	4.75@	6.00
Apricot Kernel24@	.30	Juniper Berries		1.40@	1.65	Java	10.00@	25.00
Amber, crude24@	.30	Juniper Wood60@	.62	East Indian	30.00@	
rectified50@	.60	Laurel		15.00@		Wine, heavy	1.40@	
Ambrette, oz.	46.00@		Lavender, English		32.00@		Wintergreen, Southern	3.00@	
Amyris balsamifera..	2.20@	2.80	French		1.40@	3.25	Penn. & Conn.	5.00@	8.00
Angelica	22.00@	35.00	Lemon, Italian		1.05@	1.40	Wormseed	1.90@	2.10
Anise, U. S. P.36@	.40	Calif.75@	.90	Wormwood	2.60@	3.00
Araucaria	1.75@	1.85	Lemongrass46@	.55	Ylang-Ylang, Manila.	29.00@	35.00
Aspic (spike) Spanish	.55@	.65	Limes, distilled		7.00@	8.50	Bourbon	4.00@	8.00
French70@	.90	expressed		10.00@	10.50			
Balsam Peru	6.00@		Linaloe		1.30@	1.75			
Balsam, Tolu, per oz.	4.25@		Lovage		27.50@				
Basil	40.00@		Mace, distilled85@	1.00			
Bay	1.65@	2.00	Mandarin		4.75@	7.50			
Bergamot	1.40@	2.00	Marjoram		6.25@				
Birch, sweet N. C.	1.50@	1.75	Melissa		5.00@				
Penn. and Conn.	2.15@	3.00	Mirbane15@				
Birchtar, crude15@		Mustard, genuine		8.50@	10.00			
Birchtar, rectified50@	.55	artificial		1.60@	1.85			
Bois de Rose	1.10@	2.15	Myrrh		10.00@				
Cade, U. S. P.28@	.32	Myrtle		4.00@				
Cajeput55@	1.00	Neroli, Bigarade, pure		90.00@	150.00			
Calamus	3.00@		Petale, extra		120.00@	175.00			
Camphor "white"13½@	.20	Niaouli		3.45@				
Cananga, Java native	1.85@	2.00	Nutmeg85@	1.00			
rectified	2.25@		Olibanum		6.50@				
Caraway	1.65@	1.75	Orange, bitter		1.70@	2.00			
Cardamom, Ceylon ..	14.00@	25.00	sweet, W. Indian ..		1.15@	1.25			
Cascarilla	60.00@		Italian		1.00@	1.60			
Cassia, 80@85 per cent	.80@		Spanish		2.65@	2.75			
rectified, U. S. P.	1.00@	1.20	Calif. exp.80@	.95			
Cedar leaf61@	.65	dist45@	.60			
Cedar wood28@	.30	Origanum, Spanish ..		.95@				
Cedrat	4.15@		Orris root, con. (oz.)		4.00@	5.00			
Celery	7.75@	8.00	Orris root, abs. (oz.)		35.00@	50.00			
Chamomile	2.50@	7.00	Orris Liquid		18.00@	25.00			
Cherry laurel	12.00@		Parsley		6.50@				
Cinnamon, Ceylon ..	8.00@	13.50	Patchouli		3.05@	3.50			
Cinnamon, Leaf	2.25@		Pennyroyal, American		1.85@	2.15			
Citronella, Ceylon ..	.38@	.45	French		1.40@				
Java50@	.56	Pepper, black		6.50@				
Cloves Zanzibar69@	.73	Peppermint, natural ..		1.85@	2.10			
Cognac	22.00@	28.00	redistilled		2.20@	2.50			
Copaiba50@	.60	Petitgrain		1.10@	1.45			
Coriander	3.80@	4.25	French		2.10@	2.60			
Croton	2.35@	2.50	Pimento		1.20@	1.50			
Cubebs	2.70@	3.00	Pine cones		3.00@				
Cumin	7.25@	7.75	Pine needle, Siberia ..		.62@	.65			
Curacao peels	5.25@		Pinus Sylvestris		2.00@	2.15			
Curcuma	3.00@		Pumilionis		2.20@				
Cypress	4.35@	4.75	Rhodium, imitation ..		2.00@	4.50			
Dillseed	3.15@	3.40	Rose, Bulgaria. (oz.)		6.00@	20.00			
Elemi	1.45@		Rosemary, French30@	.40			
Erigeron	1.30@	1.60	Spanish26@	.35			
Estragon	38.00@		Rue		2.25@				
Eucalyptus27@	.30	Sage		2.15@				
Fennel, Sweet	1.15@	1.30	Sage, Clary		22.00@	37.50			
Galbanum	26.00@		Sandalwood, East						
Galangal	24.00@		India		6.00@	7.00			
Geranium, Rose			Australia		3.00@				
Algerian	4.25@	4.50	Sassafras, natural ..		.60@	.70			
Bourbon	4.40@	4.75	artificial20@	.30			
Spanish	16.00@		Savin, French		1.85@	2.00			
Turkish	1.85@	2.10	Spearment		1.05@	1.50			
Ginger	3.50@	3.75	Snake Root		8.00@	10.00			
Gingergrass	3.00@	3.15	Spruce73@	.80			
Grape Fruit	3.15@	3.50	Styrax		7.00@				
Guaiac (Wood)	2.85@		Tansy		1.70@	2.00			
Hemlock73@	.80	Thuja		1.50@				
			Thyme, red60@	.70			
			White70@	1.00			

TERPENELESS OILS

Bay	5.25@	5.75
Bergamot	8.00@	10.00
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	65.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	5.00@	6.00
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ...	2.00@	
Acetophenone	2.00@	3.00
Acetyl Iso-eugenol ..	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	50.00@	
C 9	70.00@	125.00
C 10	50.00@	82.00
C 11	40.00@	75.00
C 12	75.00@	105.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	20.00@	40.00
Amyl Acetate85@	1.00
Amyl Butyrate	1.40@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	.90@	1.20	Methyl Benzoate	1.40@	1.75	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate	1.10@	1.35
Anethol	1.00@	1.25	Methyl Eugenol	2.90@	6.75	Boric acid, ton	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate	.08@	.08 3/4
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.00@	4.00	Methyl Octine Carb.	24.00@	32.00	Sulfate	.03 3/4@	.04
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Camphor	.53@	.65
Benzyl Alcohol	.95@	1.50	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03 1/2@	.06 1/2
Benzyl Cinnamate	7.00@	9.00	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Formate	2.90@	3.25	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Iso-eugenol	18.00@	27.00	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.35@	.40
Benzyl Propionate	2.00@	5.50	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzylidenacetone	2.50@	4.00	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, Colloidal	.03@	.03 1/2
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.06 1/2@	
Bromstyrol	4.00@	5.00	Ether	4.50@	7.00	Fuller's Earth, ton	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white	.20@	.22
Carvol	3.25@	4.00	100%	8.50@	10.50	amber	.09 1/2@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	2.50@	4.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate	7.00@	10.00	Sumatra	.24@	.30
Cinnamic Aldehyde	2.50@	3.50	Phenylethyl Alcohol	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Pro-			Hydrogen peroxide	.05@	.08
Citral C. P.	2.60@	3.00	pionate	12.00@		Kaolin	.06@	.08
Citronellal	2.40@	3.00	Phenylethyl Valerate	16.00@		Labdanum	3.50@	5.50
Citronellol	2.40@	2.75	Phenylpropyl Acetate	8.00@	11.00	Lanolin, hydrous	.18@	.22
Citronellol Acetate	4.50@	8.00	Phenylpropyl Alcohol	6.00@	12.00	anhydrous	.20@	.24
Coumarin	3.50@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	8.00@	12.00	Magnesium, Carbonate	.06 3/4@	.07 1/2
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02 1/2@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	7.00@	10.00	Oils, vegetables (See Soap Sec.)		
none	3.75@	5.00	Styralyl Acetate	20.00@		Olibanum, tears	.13@	.30
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.08@	.13
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd.	.20@	.75
Ethyl Benzoate	1.20@		Vanillin (clove oil)	5.15@	6.00	Paraffin	.03 1/2@	.05
Ethyl Butyrate	1.00@		(guaiaicol)	4.65@	5.25	Patchouli leaves	.16@	.20
Ethyl Cinnamate	4.00@		Vetiveryl Acetate	21.00@	25.00	Petrolatum, white	.06 1/2@	.10 1/2
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	.90@	1.50
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	2.40@	3.50				Rhubarb root, powd.	.28@	.50
Geraniol, dom.	2.00@	6.00				Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00				Rose leaves, red	.55@	.85
Geranyl Butyrate	5.00@	10.00				pale	.40@	.50
Geranyl Formate	4.25@	10.00				Rose water, gal.	1.25@	
Heliotropin, dom.	2.10@	2.40				Salicylic acid	.40@	.45
foreign	2.50@					Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50				Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00				Soap, neutral white	.19@	.23
Indol, C. P. (oz.)	2.25@	5.00				Sodium, Carb. crys.	.01 3/4@	.02 1/4
Iso-borneol	2.30@					Phosphate, tri-basic	.03 1/2@	.04
Iso-butyl Acetate	2.65@					Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25				Styrax	.40@	3.35
Iso-butyl Salicylate	3.00@	6.00				Sulfur, precip.	.17@	.20
Iso-eugenol	3.50@	4.50				Tartaric acid	.27@	.30
Iso-safrol	1.75@					Titanium oxide	.22@	.25
Linalool	1.90@	2.75				Tragacanth, No. 1	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75				Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@					Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00				Vetivert root	.30@	
Menthol, Japan	3.00@	3.85				Violet flowers	.95@	1.15
Synthetic	2.25@	3.00				Zinc, Peroxide	.18@	.21
Methyl Acetophenone	2.20@	3.00				Oxide	.13 1/2@	.15
						Stearate	.21@	.28

BEANS

Tonka Beans, Para	1.00@	1.25
Angostura	1.60@	2.00
Vanilla Beans		
Mexican, whole	3.00@	4.50
Mexican, cut	2.50@	2.75
Bourbon, whole	.80@	1.50
South American	2.00@	2.50

DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190-proof, gal.	2.37 1/2@	2.63 1/2
Almond meal	.21@	.25
Alum, potash	.03 1/4@	.03 1/2
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.19@	.22
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal.	9.00@	12.00
Oregon	1.00@	1.20

Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

Higher Alcohols in Soap Substitutes

Manufacture of Sulphonated Products Now Going On

Which May Have Profound Effect

by H. T. Heiser

THERE is no question that the soap substitutes made from higher fatty alcohols are the most interesting of all the products that have been proposed up to the present time to replace soap. These products have been called sulphonated fatty acids, but this is claimed to be an unfortunate name, because they are not sulphonic acids as might be inferred. They are really salts of sulphuric acid in which an aliphatic radical of C10 and upward is contained. Thus one of these products which is made from lauryl alcohol, is called sodium laurylsulphonate.

These products possess certain very interesting properties. In the first place they lather well. This is highly characteristic and we really have here for the first time a soap substitute that possesses that curious property of soap, namely, lathering. They are, moreover, stable to the action of hardness salts and so can be used in hard water. In other words, the calcium and magnesium salts that are formed when they are used in hard water are completely soluble, and the soap lathers in such water just as in soft water. They are fatty in character and again resemble soap in that respect more closely than any other substitute; accordingly they leave the hands smooth and give a soft finish to fabrics washed with them. They do not become rancid. They are excellent wetting and emulsifying agents, it being claimed that they are far superior in these respects to soap and the sulphonated oils. Their cleansing power is therefore greater than that of soap. They do not hydrolyze in water, again a marked difference from soap, and hence their solution is practically neutral and the harmful action of free alkali both on the oils in the skin and on tender fabrics is avoided. It is also claimed that they can be used without any difficulty at all in sea water.

They possess a final and very important property in that the raw material from which they are made is available in large quantities and is cheap. In the case of lauryl alcohol, this raw material is coconut oil. The oil is hydrogenated and the alcohol is derived from the product. This alcohol is today being produced in commercial quantities and being used for the production of the soap. Research is still going on in the attempt to

obtain a fairly pure myristyl alcohol from lanette wax or stearine alcohol. Furthermore, olein alcohol, an unsaturated alcohol, is also being produced in commercial quantities. These alcohols may also be used in making soaps of the type of sodium laurylsulphonate.

A process has also been patented for making alcohol from sperm oil which is then treated with 25 per cent phosphoric acid. The mixture is stirred for about 24 hours, and approximately 30 per cent water on the weight of the oil is added. The product that is finally obtained by separating the mixture is a fatty mass of salve-like consistency, which has a high hydrating or swelling capacity in water and resembles soap in emulsifying, cleansing and lathering quality. A similar product is also obtained from cetyl alcohol by treatment with phosphoric acid anhydride. The cetyl ester of phosphoric acid is obtained. To make a soap-bath with this substance, it is first neutralized with alkali.

The author has seen soaps made with sodium laurylsulphonate. It should not be thought that these are pure, 100 per cent sodium laurylsulphonate soaps. They are ordinary soap containing ten to twenty per cent of sodium laurylsulphonate. The cakes have a good appearance and lather well. The properties claimed are present. Their importance is unquestionable and perhaps the best proof of this is that the foreign rights to their manufacture in this country have been acquired by one of the leading soap manufacturers of the United States in conjunction with one of the largest chemical companies.

Their introduction into the consuming fields has met with success. This is still true only of the industrial field, and it is not known that they have been sold to the domestic user. Their use in the scouring, washing, finishing and other textile operations, requiring soap of some sort, has been markedly successful. It is not necessary to explain why, because their properties, as described above, afford sufficient explanation. Experiments are still going on to learn more about their properties and action in these and similar operations. One thing appears certain, and that is that they are advantageously replacing soap where it has previously been used in textile processes.

Soap in the Asphalt Emulsion Industry

by J. Mitchell Fain, of Foster D. Snell, Inc.,
and Arthur W. Hixson, Professor of Chemical Engineering
Columbia University, New York

ASPHALT as a preservative material has been in use since the beginning of recorded history. Skeletons of animals belonging to the glacial period, which according to authorities terminated about 25,000 years ago, have been maintained in a perfect state of preservation by immersion in asphalt. The "Human-Headed Bull," a statue originating about 3,000 B.C., is inlaid with small yellow shells, imitating streaks, held in place by asphalt. Many of the shells are intact, firmly gripped by the asphalt after exposure for fifty centuries of time; evidence of remarkable adhesiveness and durability. The treasure-filled tomb of Tut-ankh-amen, the boy Pharaoh who ruled Egypt about 2,000 B.C., discovered by Lord Carnarvon of England in 1923, contained two statues of the pharaoh, a black box, a figure of a swan, a couch and numerous other objects preserved by impregnation with asphalt.

Indelibly recorded inscriptions on bricks used in the construction reveals the fact that roads and buildings made by the Babylonians about 2,500 years ago employed asphalt as a cement for joining together the bricks. The art of building pavements by setting stone blocks in asphalt was lost to mankind until the nineteenth century A.D. when it was rediscovered. Since that time asphalt has maintained an enviable position as a building material for roads and other purposes. Credit for the first asphalt roadway in the United States is frequently given to the Belgian chemist, E. J. DeSmedt, who laid a small experimental strip with continental asphalt opposite the City Hall in Newark, N. J. In 1871 a small stretch of pavement was laid in Battery Park, New York City, and the next year a larger piece was laid at Union Square. During the last forty years asphalt has gained rapidly in popularity, and today its use as a road binder as well as for sheet-asphalt pavements is large.

There are, however, many difficulties connected with its hot application. Labor is considerable and the health hazard to workmen, resulting from burns, is high. Likewise this method of application presents a definite limitation to the usefulness of the material. Other materials which it would be desirable to treat with asphalt suffer a change in properties at the high temperatures of the heated asphalt. Intimate mixtures of hot asphalt with other substances are not always obtained. The elimination of heating kettles, so long regarded as indispensable in connection with the use of asphalt, has been hailed as a progressive step in asphalt technology.

History of Asphalt Emulsions

The dispersion of asphalt in water and its use in that form have been responsible for the growth of an industry, which, starting from small beginnings, has

developed to considerable size. The main argument for its use in road building is the fact that it can be applied more cheaply than asphalt in unemulsified form. Likewise work can be carried on in damp weather and no special form of apparatus is required.

In addition to the asphalt and the water a third substance is necessary for the preparation of the emulsion. This is known as the emulsifying agent. The water is present as the external or continuous phase, the bitumen as the internal or dispersed phase. The effective portion of the emulsifying agent is situated at the boundary between the two media, the asphalt-water interface.

Apparently the first patent in which the use of asphalt in dispersed form is described is the German Patent, Number 40,020 of April 11, 1886 to Deutsche Asphalt A.G. Inorganic hydroxides are used as emulsifying agents. German Patent Number 52,129 of May 8, 1889 to the firm of Schülke & Mayra apparently first describes the use of soap as an emulsifying agent for asphalt. Many patents have since been granted, both in this country and abroad, covering the emulsification of asphalt with soaps of all types and combinations of soaps with other substances. Great impetus was given to the industry in this country by the development of the process described in United States Patent 1,302,810 of May 6, 1919 to L. Kirschbraun. In this method bentonite, a colloidal clay, capable of considerable hydration, is employed as emulsifier.

Types of Emulsions

A wide variety of substances have been used for the dispersion of asphalt in water. Included among them are colloidal clays, inorganic oxides and hydroxides, soluble and insoluble silicates, alkalies, tri-sodium phosphate, gums, proteins, etc. The character of the emulsifying agent used affects profoundly the properties of the emulsion prepared with it. The industry at the present time, however, classifies asphalt emulsions in two categories; the 'clay' type and the 'soap' type. Practically all the asphalt emulsions on the market today are of one class or the other.

Emulsions of the clay type find use for industrial purposes. They are utilized for impregnating paper, felt, and their respective pulps, and in certain cases for coating the same. They are used in roof-coatings, and in building construction for water proofing and dampproofing in general. In mixtures with Portland cement, sand, and gravel they are widely used as floor mastics. They are also valuable for heat insulating purposes.

For road construction, however, the 'soap' type of emulsion is used. The more rapid 'breaking' of this type of emulsion makes it suitable for this purpose.

Emulsions of the 'clay' type are more stable and their films set only after the water which they contain is removed by evaporation into the atmosphere. By setting of the film is meant coalescence of the asphalt so that it is no longer present as droplets dispersed in an aqueous medium. Soap emulsions, on the other hand, set by virtue of a change in the constitution of the emulsifying agent. This is only a matter of minutes and takes place while water is still present in the film. The nature of road building makes this property a requirement of emulsions used for this purpose. Variations in the other road materials used, as well as the specific method of operation, make necessary the use of an emulsion whose time of breaking or 'break value' is suitable to the particular conditions present. Adjustment of the 'break value' is effected as a rule by the kind and concentration of the soap used as emulsifying agent.

The emulsification of asphalt by means of soap proceeds according to one of two methods. The asphalt is dispersed (1) by mixing with a soap solution directly or (2) by incorporation of a saponifiable substance in the asphalt and mixing with an aqueous solution of alkali. The first method is preferred where the machinery employed provides for intimate mixing of the asphalt and aqueous solution with a minimum of agitation. Where this machinery is not available and more prolonged agitation is the case, with access of air, the second method is used. Excess stirring in presence of air results in foaming of the emulsion and although the air escapes, when the emulsion is permitted to stand, a number of coarse-grained asphalt particles remain behind.

(To be Continued)

Washing, Degreasing and Cleansing Agents

GERMAN PATENT NO. 565,054, Filed February 28, 1929. Henkel & Co.—Liquid solutions, which contain sodium phosphate, sodium carbonate and sodium silicate have been used in the past for cleansing brass and copper. The technical production of these cleansers in solid form by mixing together the ingredients in mixing machines, *kollergangs* (edge-runner mills) and the like is surrounded with various difficulties. The mixtures that are obtained by such a process do not keep well in storage. They form lumps, and the particles generally stick together which makes the product hard to use.

The experiments, that have been made on solutions of alkali phosphates, alkali carbonates and water-soluble silicates in the attempt to atomize the preparations in the usual atomizing apparatus, also have not been successful. A finely-divided, homogeneous mixture cannot be obtained, for the product persists in forming lumps and crusts.

It has been found that these difficulties, which are caused by the presence of colloidal, silica compounds, can be avoided, if calcined sodium carbonate in pulverized form is added to the solution, containing alkaline-reacting phosphates and soluble silicates, at the moment that it is atomized. Various technical methods may be used in making this addition, as for example the sodium carbonate may be blown in or sucked into the atomization zone.

The finished product is obtained in a very finely-divided state; the particles of the product are perfectly homogeneous and are also very readily soluble in water. The individual components of the mixture do not separate out again. The apparent reason for this is that the individual particles of the components of the mixture do not exist in free condition one next to the other, but they are intimately cemented together. The same explanation can be used for the fact that the product is easily soluble in water, because the different speed of solution of the individual components is not manifested in the product and cannot affect the smooth solution of the same in water. The product, consequently, possesses good keeping qualities, flows freely from the containers in which it is sold and does not form lumps.

The presence of sodium carbonate in the washing, degreasing and cleansing composition, that is prepared in this manner, does not introduce any disadvantages of its own. Quite to the contrary, its presence is advantageous and desirable in various ways. The alkaline-reacting alkali phosphates may be secondary and tertiary alkali phosphates as well as mixtures of these phosphates with caustic alkalies, such as sodium and potassium hydroxides. When mixtures of secondary alkali phosphates and caustic alkalies are used, certain special advantages are gained.

For example, a solution of 130 kilograms of sodium hydroxide, 50 per cent concentration, 153 kilograms of commercial water glass (38 to 40 degrees Bé concentration) and 622 kilograms of disodium phosphate, $\text{Na}_2\text{HPO}_4 \cdot 12\text{H}_2\text{O}$, is atomized at a temperature between 100 and 105 degrees C in the customary atomizing apparatus. Pulverized, calcined sodium carbonate is blown simultaneously into the atomizing zone through a feed pipe. The flow of sodium carbonate is properly controlled so that the proper proportion is present in the mixture, with the result that 136 parts of the calcined sodium carbonate are blown into the atomizing chamber within the same period of time that 905 parts of the mixture are atomized.

The mixed product, which consists of water glass, sodium phosphate and sodium carbonate, is precipitated in the form of a very finely comminuted, perfectly homogeneous mass, the individual particles of which are very intimately mixed together. The ingredients of these particles are cemented together. The product dissolves very rapidly and uniformly in water. There is absolutely no danger that it will disintegrate into its component parts. Hence the product is very well suited as a cleaner and washing agent for household use.

It has been known that water glass solutions, which contain sodium sulphate, can be dried by the atomizing process. This method of working, however, cannot be employed in the present process, in which the water glass solutions are impure and are really mixtures of water glass with large quantities of alkaline-reacting alkali phosphates, particularly trisodium phosphate. In addition to the technical difficulties, the cleansing action of the preparation is impaired by the addition of sodium sulphate, because sodium sulphate has itself no cleansing action and is therefore mere ballast in the preparation. Hence, mixtures which contain sodium sulphate are not suitable for drying by atomization. Only those mixtures which contain calcined sodium carbonate are suitable for such treatment.

Soap Materials Market

Vegetable Oils

Consumers of vegetable oils have been showing a fair amount of buying interest, especially for forward deliveries. Prices for the most part have been holding up quite steady, although one or two oils have experienced slight declines.

Crude coconut oil sold early this month at 3c lb. sellers' tanks, New York, but importers, at the present time, are quoting only limited quantities at this figure. Acidulated coconut oil soap stock is offered very sparingly at 2½c lb. sellers' tanks, New York, for immediate future deliveries.

Crude cottonseed oil in the South East and Valley is steady at 3c lb. and crude corn oil has become firmer with sales at 3¼c lb. tanks, Midwest Mills. Domestic soyabean oil is also firmer at 3½c lb. tanks, Midwest-crn mills, and there has been a good demand for this oil of late.

Palm oils have been comparatively quiet, but some of the larger consumers have recently been showing some interest in future shipments. Sulphur olive oil foots and denatured olive oil have also been quiet. Olive foots are quoted at 3¼c lb. tanks, New York, and usual quality denatured olive oil in carlots at 46c per gallon, New York.

A. H. HORNER.

Tallow

During the past two weeks a feeling of confidence seems slowly to be emerging from the slough of despair which has been so prevalent hitherto. Some apparently believe that inflation is in the making, while others hold there is in process the building up of a spectre for higher price levels to eliminate present suicidal competitive price slashing. Whatever the reason, the result has been a noticeable advance in price levels of most of the items known as commodities.

In the Middle West, close to the heart of the principal farming districts of the country, a distinct feeling of buoyancy is being engendered by the proposed Federal legislation for farm relief. This feeling is being passed on to the East.

Last sales of prime packers' tallow were made at 3c per pound loose, Chicago. In the East, fancy tallow is held at 3¼c to 3½c delivered; house grease last sold at 2½c per pound; No. 2 tallow is priced at 2½c to 2¾c per pound.

E. H. FREY.

Mysore Factory to Make Toothpaste

The annual report of the Mysore, India, Department of Industries and Commerce states that the soap factory, the premier industrial concern owned and operated by the government of Mysore, plans to commence the manufacture of tooth paste in 1933. Production of scap by this factory in 1931-32 reached 240 tons, compared with 260 tons in the previous year, while sales of soap were valued at \$165,000, in addition to moderate sales of toilet preparations and boot polishes. (Trade Commissioner J. Bartlett Richards, Calcutta.)

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	\$0.02 ½ @	
Edible03 ¾ @	
Fancy04 ½ @	
Grease, white02 ½ @	
House02 @	
Yellow02 ½ @	
Lard04 ¼ @	.06 ½

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks04 ½ @	
Corn Oil, 95% T.F.A. tanks03 ½ @	
Red Oil, distilled, tanks04 ¾ @	
Saponified05 ¼ @	
Stearic Acid, single pressed07 ½ @	
Double pressed08 @	
Triple pressed10 % @	

Soap Making Oils

Castor No. 1, tanks08 ½ @	
No. 3, tanks08 @	
Coconut, Ceylon Grade, tanks02 ¾ @	
Cochin grade, tanks03 ¼ @	
Manila grade, tanks03 ¾ @	
Corn, crude, Midwest mill, tanks03 ½ @	
Cotton, crude, Southeast, tanks02 % @	
Refined03 % @	
Foots, 50% T.F.A.01 @	.01 ½
Lard, common No. 1 barrels06 ½ @	
Olive, denatured, max. 5% F.F.A. drums, gal.58 @	.60
Foots, prime, green, barrels04 ¾ @	.04 ¾
Palm, Lagos, max. 20% F.F.A., drums03 ½ @	
Niger, casks02 % @	
Palm, kernel, tanks04 ½ @	
Peanut, crude, barrels06 ½ @	
Refined, barrels08 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks04 @	
Tallow, acidless, barrels05 ½ @	
Whale, Crude No. 1, Coast, tanks04 @	
Refined, barrels06 @	.06 ½

Glycerine

Chemically pure, drums extra10 ¼ @	.11 ¾
Dynamite, drums included07 ½ @	.08
Saponification, drums05 @	.05 ½
Soap, lye04 ½ @	.04 ¾

Rosin

Barrels of 280 pounds			
B	\$3.10	K	\$4.20
D	3.20	M	4.25
E	3.70	N	4.55
F	3.85	W.G.	4.65
G	3.85	W.W.	4.75
H	3.90	X	4.85
I	3.95	Wood	3.58

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00	@ \$1.60
Sulphuric, 60°, ton	11.00	@
66°, ton	15.00	@
Borax, crystals, carlots, ton	42.00	@ 71.00
Cyclohexanol (Hexalin)30	@
Naphtha, cleaners, tank cars06 ¼ @	
Potassium, carbonate, 80@85%05 % @	
Hydroxide (Caustic potash) 88@		
92%06 ½ @	.06 %
Salt, works, ton	11.50	@ 14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.15	@ 2.09
Hydroxide (Caustic Soda) 76%		
solid, 100 pounds	2.50	@ 3.59
Silicate 40°, drums, works, 100 pounds75	@
Sulphate, anhydrous01 ¾ @	.02 ¼
Phosphate, tri-basic03 @	.03 ¼
Zinc oxide05 % @	

